

Paddock Talk

DAYTONA Rising Web Cam Goes Live

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Race fans visiting www.DAYTONARISING.com to check on the progress of Daytona International Speedway's historic DAYTONA Rising project will now have the ability to look-in on the construction site.

Utilizing state-of-the-art EarthCam technology, race fans will have a view of the construction activities along the frontstretch grandstands with multiple vantage points including a panorama view and the ability to zoom in.

There are three robotic 288 megapixel archiving cameras as well as four HD streaming cameras aimed at the construction work taking place at Daytona International Speedway.

The cameras went live to the public today and can be viewed on www.DAYTONARISING.com or by clicking here.

"The technology and cameras are a great way for race fans to keep tabs on DAYTONA Rising," Daytona International Speedway President Joie Chitwood III said. "There will be plenty of milestones throughout the course of the project and we encourage fans to visit the web site to check on the progress."

For tickets and more information on Daytona International Speedway events, visit www.daytonainternationalspeedway.com or call 1-800-PITSHOP.

DAYTONA Rising is a \$400 million reimagining of an American icon – Daytona International Speedway. Five expanded and redesigned entrances, or "injectors," will lead fans to a series of escalators and elevators, transporting them to three different concourse levels. Each level features spacious social areas, or "neighborhoods," along the nearly mile-long frontstretch. At the conclusion of the redevelopment, Daytona International Speedway will have approximately 101,000 permanent, wider and more comfortable seats, twice as many restrooms and three times as many concession stands. In addition, the Speedway will feature over 60 luxury suites with track side views and a completely revamped hospitality experience for corporate guests. DAYTONA Rising: Reimagining an American Icon, expected to create 6,300 jobs, \$300 million in labor income and over \$80 million in tax revenue, will be completed in time for the 2016 Rolex 24 At Daytona and DAYTONA 500.

Barton Malow is serving as the design builder for the project. In addition to DAYTONA Rising, Barton Malow has renovated the University of Michigan "Big House" and the Rose Bowl.

ROSSETTI, an award-winning architectural design and planning firm for the past 40 years, which headed the design for Ford Field NFL Stadium, University of Notre Dame Compton Family Ice Arena and five Major League Soccer Stadiums, is leading the master planning of the DAYTONA Rising site.

