



*For Immediate Release*

## **POCONO RACEWAY ADDS 3D MAP FEATURE**

**LONG POND, Pa. (March 20, 2017)** – Pocono Raceway has added a 3D seating map to its website, allowing fans a high definition view from nearly every seat.

Seats3D map, created in conjunction with Spectra Ticketing & Fan Engagement and powered by Ballena Technologies, can be found by clicking [here](#).

Once on the seat map, fans can compare views, share with friends via email and social media and find their best view at the 2.5-mile ‘Tricky Triangle.’

“We are thrilled to continue our strong relationship with Spectra and add this 3D map,” said Pocono Raceway President & CEO Brandon Igdalsky. “We continue to engage in new tools and ideas for our fans and this is just another example of that.”

The new map covers 100, 200 and 300 level seating, Club Pocono, Victory Circle and Terrace Club. In addition, all camping locations are available through the 3D map.

Ballena Seats3D venue visualization feature improves the user experience by providing customers with a complete and interactive online purchase experience, showcasing views from individual seat locations around the venue.

“Pocono Raceway continues to be a thought leader in the industry, leveraging Spectra’s strategic partnerships to implement new tools that enhance the fan experience,” said Kim Damron, President & COO at Spectra Ticketing & Fan Engagement. “The venue visualization from Ballena Technologies will add a fantastic, interactive new element for racing fans to kick off the season.”

Pocono Raceway will host seven national motorsports events during the 2017 racing season, including a NASCAR XFINITY Series race on June 10. The Pocono 400 Monster Energy NASCAR Cup Series (MENCS) race is set for June 11, the Pennsylvania 400 MENCS race on July 30 and the ABC Supply 500 Verizon IndyCar Series race on August 20. The Pocono Mountains 150 NASCAR Camping World Truck race is scheduled for July 29 and two ARCA Series Presented by Menards races with General Tire #AnywherelsPossible 200 on June 9 and the ARCA Racing Series 150 on July 28 offered as well.