



41ST ASIAN RACING CONFERENCE
RIYADH 2026

Seeing The Race Differently: AI and Virtual Systems as Sensemaking Infrastructure

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نادي سباقات الخيل
JOCKEY CLUB OF SAUDI ARABIA



Stanford University Archives: The Eadweard Muybridge Collection.

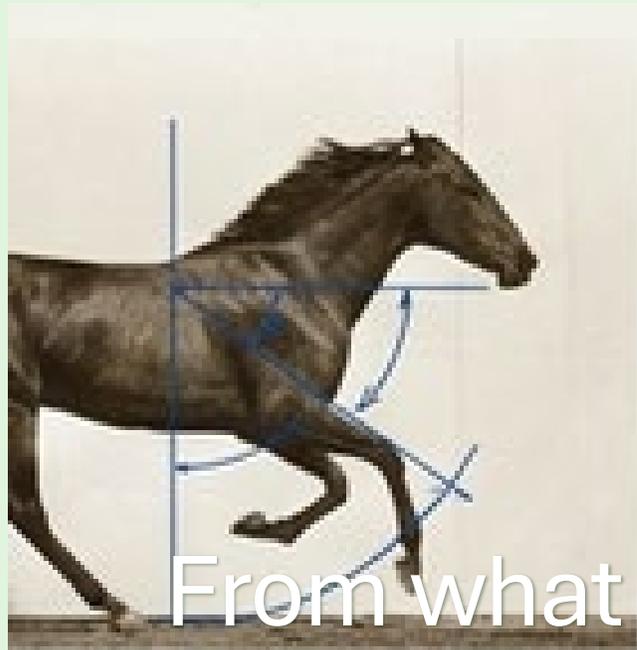
The Stanford Wager

- *Do all four of a horse's hooves ever leave the ground at the same time?*

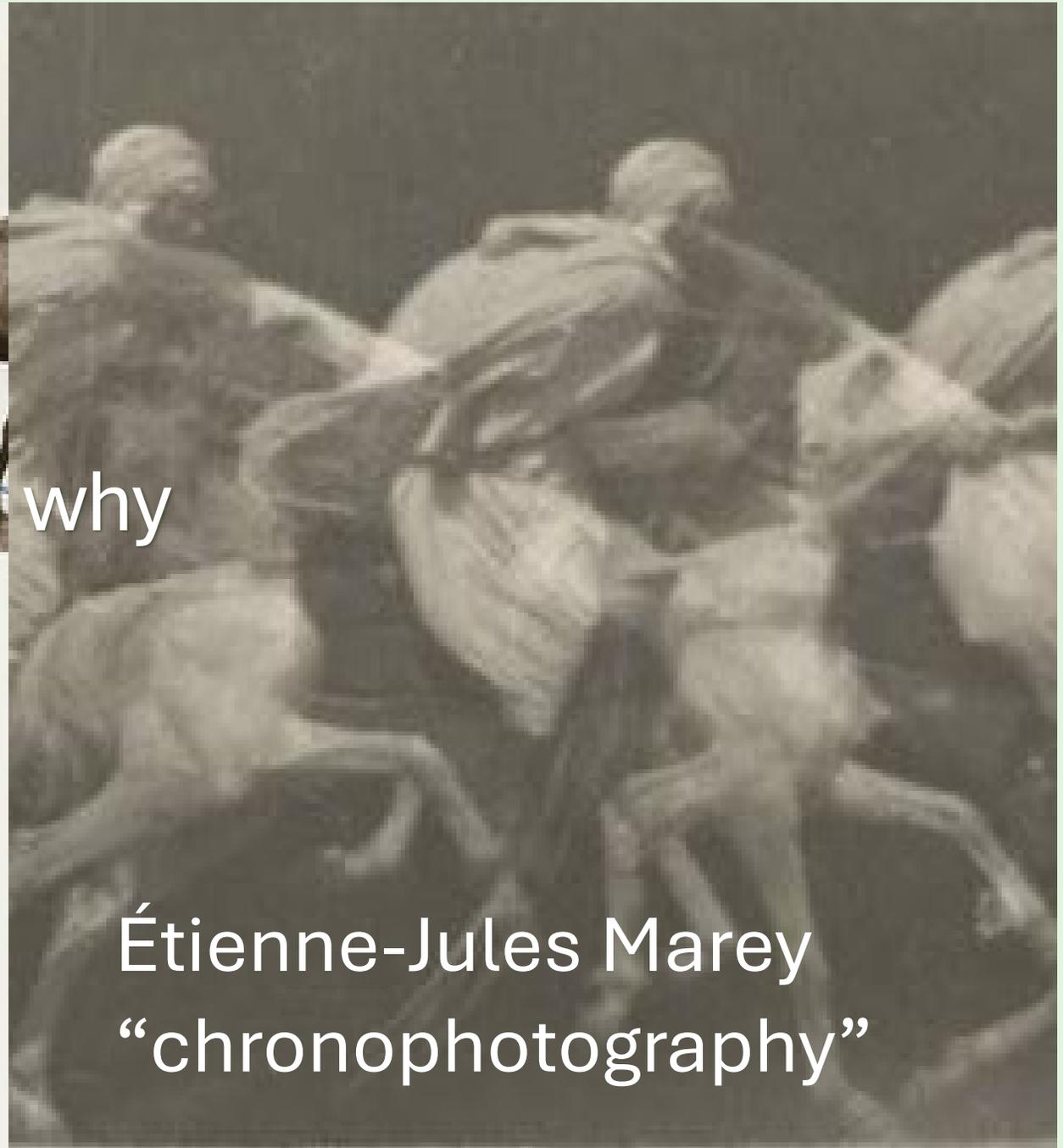
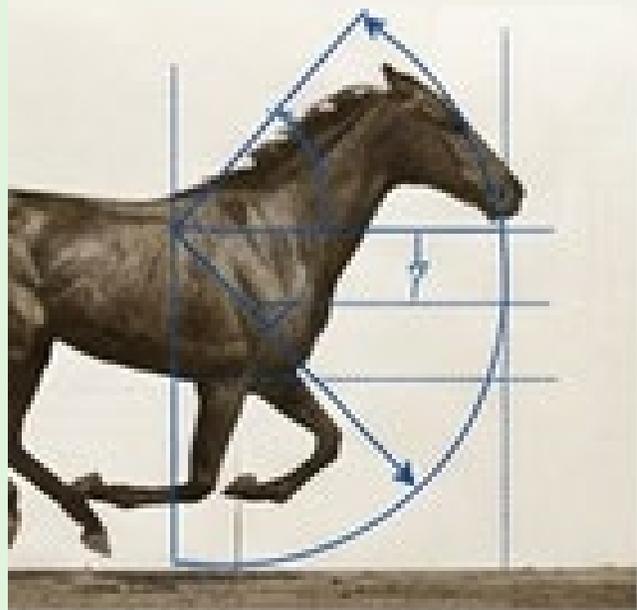


My Lens...





From what → to how and why



Étienne-Jules Marey
“chronophotography”



Environmental
& Official

Live In-Race
Performance

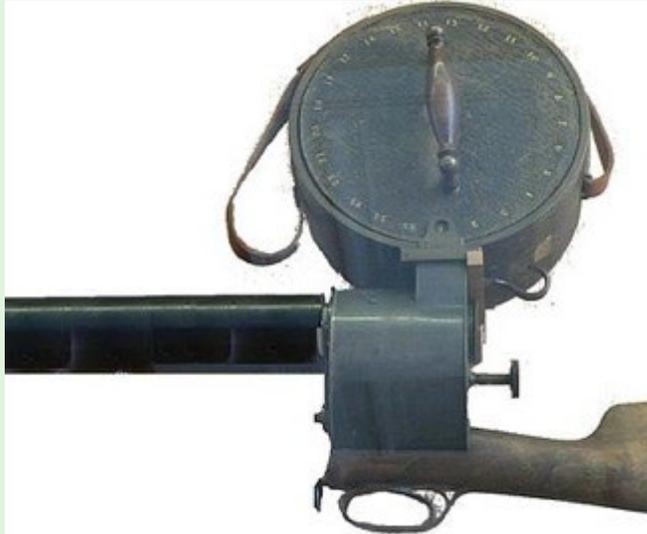
Stewards

Racing Data

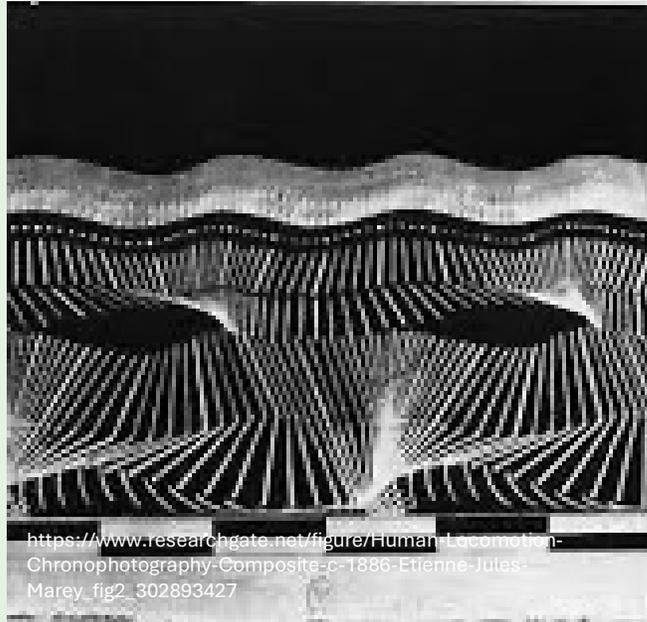
Pre-Race &
Participant

Vets

Analytical &
Computed



https://en.wikipedia.org/wiki/Chronophotographic_gun#/media/File:Chronophotographic_gun-CnAM_16955-IMG_5275-white.jpg



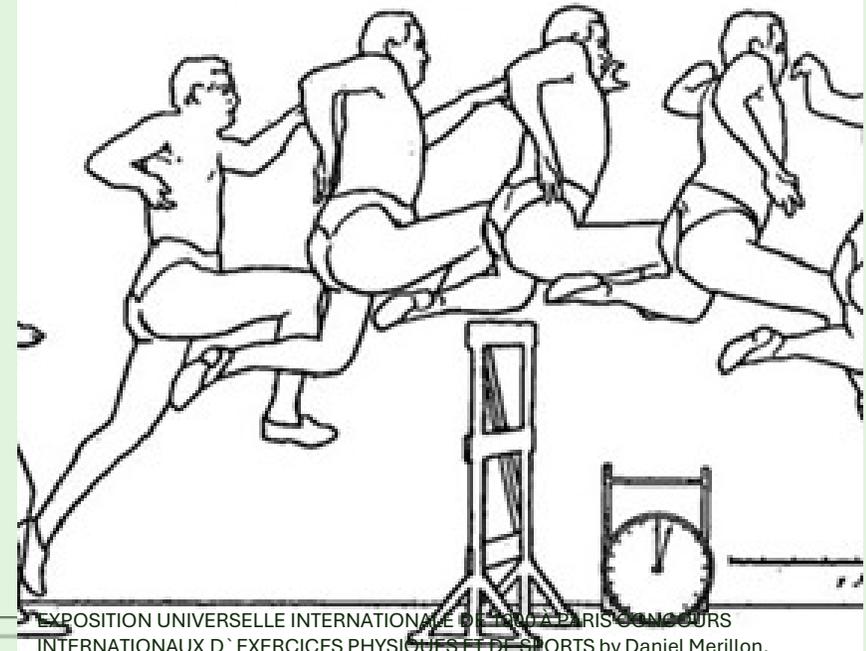
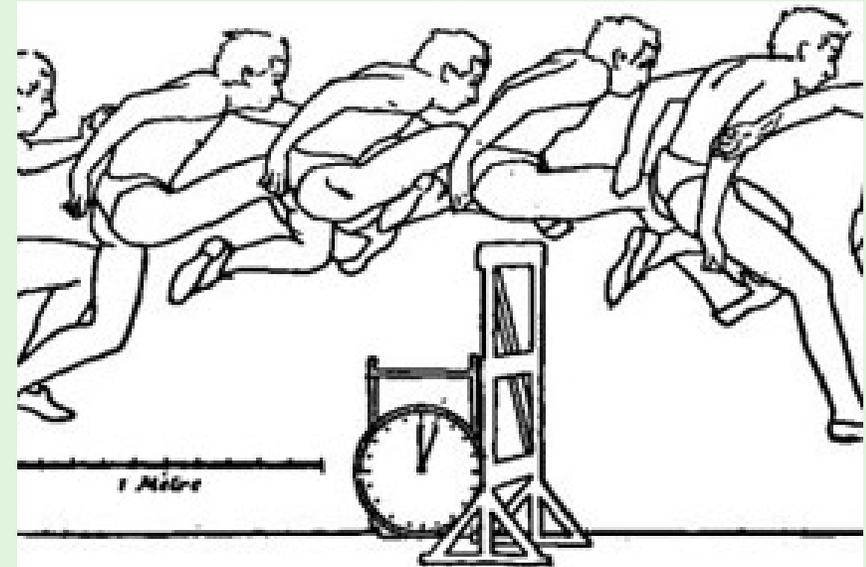
https://www.researchgate.net/figure/Human-Locomotion-Chronophotography-Composite-c-1886-Etienne-Jules-Marey_fig2_302893427

23/11/23

ferre



<https://www.ladepeche.fr/2020/07/20/la-chronophotographie-de-etienne-jules-marey-8986513.php>



EXPOSITION UNIVERSELLE INTERNATIONALE DE 1889 A PARIS CONCOURS INTERNATIONAUX D'EXERCICES PHYSIQUES ET DE SPORTS by Daniel Merillon.



From Athletes (two and four-legged) to Ecosystems

Seeing The Race Differently

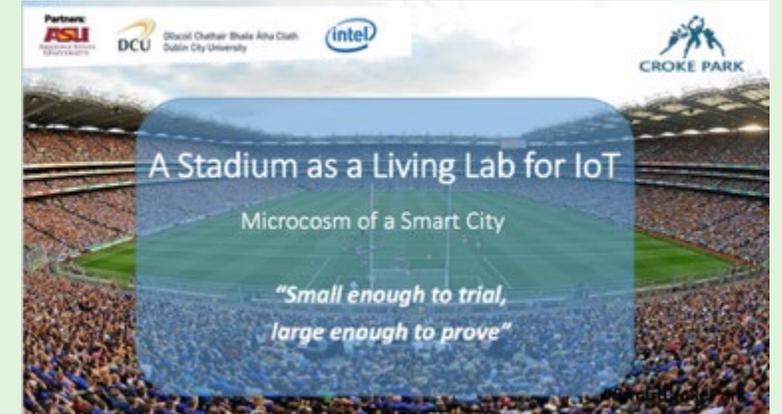
IL / IOTG - Atlantic Bridge



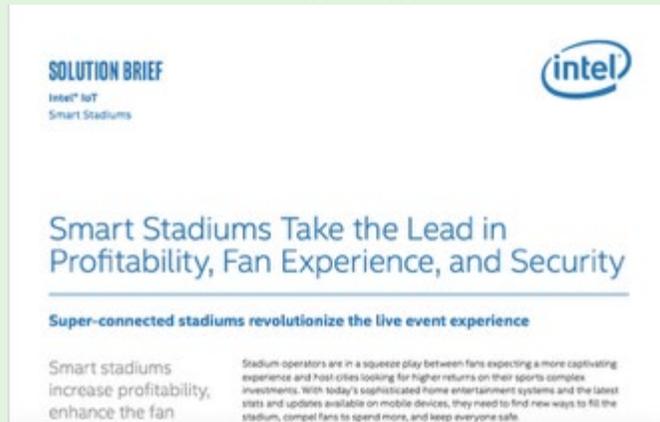
Intel-sponsored Market Research



Smart Stadium (IL + Dublin City + ASU)



Intel Smart Stadium Solution Briefs, White Papers and MRS



Internal Strategic Visioning (CSO)/LTO



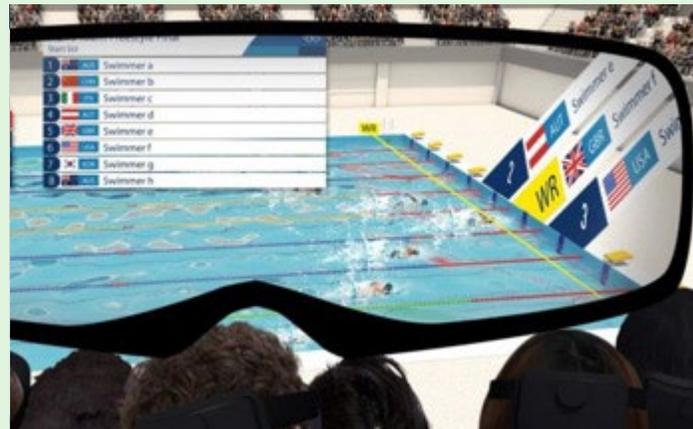
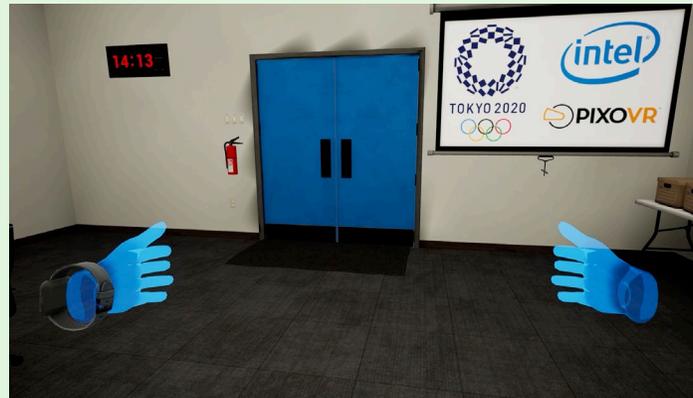
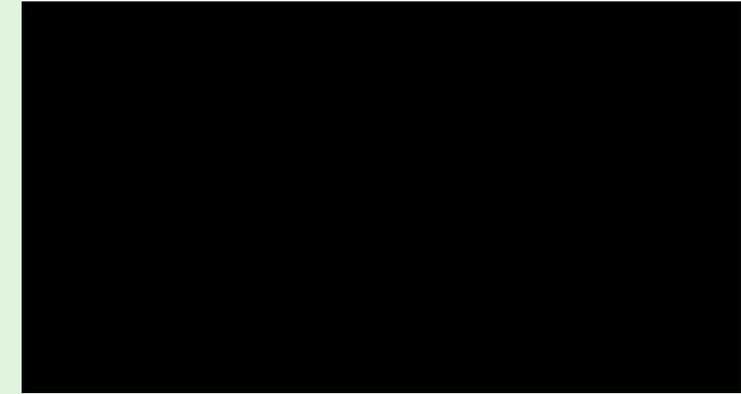
External Research/Think Tank



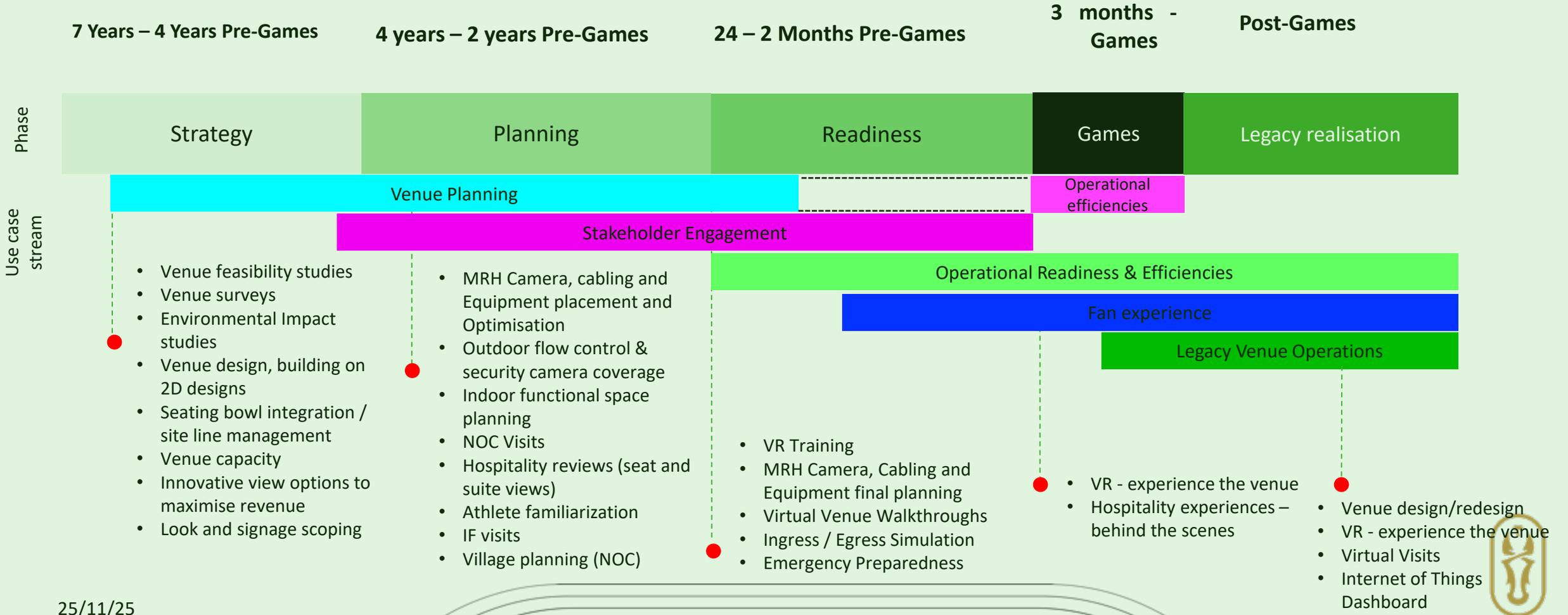
25/11/25

Digital Twins, AR, VR and AI converge

- Fan Engagement
- Security
- Infrastructure
- Operations (including VR Training for readiness)
- Camera lenses and angles
- Weather
- Scenario planning and walkthroughs
- Staffing / right-sizing
- Security
- Vehicles



Timing Matters: Selected Digital Twin Use cases



Seeing The Race Differently:



Fragmented
Dashboards



Racing's Lineage of
Sensemaking



Reframing AI Lenses
(for federated
sensemaking?)

25/11/25





THANK YOU



نادي سباقات الخيل
JOCKEY CLUB OF SAUDI ARABIA



Todd Harple, PhD

Global Innovation Executive | Speaker |
Bridging Fashion, Fitness, Wellness, Sport, AI,...

