

# HorseCom “Riding Star” Equestrian Contest Sparks Nationwide Riding Fever

*More Than 240 Avid Horse Riders Enter Competition to Become Featured Rider in horseCom’s Kickstarter video; Five winners and Riding Star To Be Announced*

NEW YORK, NEW YORK, UNITED STATES, April 25, 2016 /EINPresswire.com/ -- NEW YORK, April 25, 2016 – [HorseCom](http://HorseCom), the leading developer in Bluetooth technologies for horses and riders in order to enhance their abilities, well-being and performance, today announced that more than 35 talented U.S. riders are vying for the top five co-winners spots in its first-ever “Riding Star” contest. Launched earlier this month, the competition – [www.horsecom.us/riding-star](http://www.horsecom.us/riding-star) – called on amateur riders across the country to share their love and enthusiasm for equestrian sports by submitting pictures, photos and a quick questionnaire on their



experiences. The first 5 co-winners will receive a \$300 cash prize and a sought-after CWD Sellier grooming bag. In addition, one of the co-winners and her trusted horse will be featured in horseCom’s Riding Star video kicking off the Kickstarter campaign of horseCom, scheduled for June 2016.

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*Hugo Kajdas*

Leveraging an innovative patented technology and Bluetooth, horseCom connects riders to their horses through music, linking the rider’s headset, headphones for horses and a smartphone application in order to enhance horse training, well-being and performance. By playing music, tailored to the horse’s sensibilities and to various exercises and contexts, horseCom allows riders to communicate with their horses within a specific sound environment that is partly insulated from external noises.

“We are excited to field such a talented, diverse group of riders in our first Riding Star contest and call on horse lovers everywhere join in. We are amazed by the number of votes they were already able to raise.” said Hugo Kajdas, the inventor of the solution. “The horse-rider relationship is an essential bond and horseCom provides an opportunity to create an even greater harmony. Tried and tested by

the best riders and trainers in the industry, horseCom is fusing new technology with trusted training techniques.”

Based on initial entries, 35 finalists were selected to submit videos of their riding skills from dressage and hunter/jumpers to barrel racing and reining, ultimately representing 20 states including Alabama, Arizona, California, Colorado, Delaware, Florida, Kentucky, Maine, Maryland, Michigan, New Hampshire, New Jersey, Nevada, New York, Pennsylvania, Tennessee, Texas, Virginia, Wisconsin, and West Virginia. With an average of 16 years of experience, finalists range in age between 18-32 and draw from all riding disciplines including English and Western styles.

Voting for the top five finalists of the Riding Star contest is open to the public and continues through Wednesday, April 27 on the horseCom website: [www.horsecom.us/riding-star](http://www.horsecom.us/riding-star) with over 40,000 votes cast to date. Each voter is able to submit a vote once a day.

About horseCom: HorseCom, a company that designs and develops Bluetooth technologies for horses and riders in order to enhance the abilities, well-being and performance of horses, has completed an initial raising-round of €1 million. The first release of its solution is expected Summer’16, after a Kickstarter campaign, which is scheduled for June 2016. The main horseCom solution is based on 3 components: Bluetooth® headphones for horses, connected to a rider headset and a smartphone application with Music based training programs.

This solution uses an innovative patented technology developed with ethologists from the University of Caen’s Memory and Behavioral Plasticity Group (GMPC), the Pluridisciplinary Institute Hubert Curien (IPHC), French National Research Institute CNRS and the University of Strasbourg. Its main benefits are: For the horse: less tense, more focused, multiple opportunities for training at any gait. For the rider: more relaxed, balanced and synced with the horse. The system also allows the rider to connect with a coach who can manage the whole Music training session and give feedback on the fly to the rider.

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More information

Riding Star Photos and Videos Contest website: [www.horsecom.us/riding-star](http://www.horsecom.us/riding-star)

Company Website: [www.horsecom.us](http://www.horsecom.us)

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