

Viral horseCom “Riding Star” Contest Announces Young Equestrian Winner and Finalists

To be Featured in horseCom’s U.S. Launch Video, Las Vegas Dressage Rider Wins Competition

NEW YORK, NY, UNITED STATES, May 4, 2016 /EINPresswire.com/ -- NEW YORK, May 04, 2016 – HorseCom, the leading developer in Bluetooth technologies for horses and riders in order to enhance their abilities, well-being and performance, today announced the winning rider in its first-ever “Riding Star” contest. Launched earlier this month, the competition – 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. Representing 20 states, 35 finalists were selected by a panel of judges to submit videos of their riding skills from dressage and hunter/jumpers



to barrel racing and reining. The finalists were then voted for on horseCom’s Facebook page. After more than 116,000 votes were cast online, 5 riders were nominated and one of them, 23 year old Las Vegas native, Kymber Malloy was declared the winner by a jury of professionals. As the winner, Malloy and her Oldenburg gelding, will star in the video that horseCom will use to promote its Kickstarter campaign this June 2016.



Looking toward our upcoming U.S. launch this summer, we are thrilled to witness the enthusiasm and excitement generated by our first Riding Star contest.

Hugo Kajdas, chairman and founder of horseCom.

Malloy and the other riders nominated – Sarah Goderecci (Franklinville, NJ), Anastasia Slepecki (Walworth, NY), Eva Zawierucha (Tobyhanna, PA) and Tanya Schickowski (Kiel, WI) – will each receive \$300 and a sought-after CWD grooming bag. CWD, the famous French saddle brand known for its advanced saddle technology supported the Riding Star contest and sponsors top-ranked U.S. riders competing to earn their spots on the 2016 Rio de Janeiro Olympics show jumping team. This year, CWD is sponsoring two top-ranked worldwide riders – the #6 ranked worldwide rider Kent

Farrington and two-time Olympic Gold Medalist team winner McLain Ward.

“Looking toward our upcoming U.S. launch this summer, we are thrilled to witness the enthusiasm and excitement generated by our first Riding Star contest,” said Hugo Kajdas, chairman and founder of horseCom. “Illustrating the depth of the horse-rider bond, thousands of dedicated riders across the country showcased their love for horses and equestrianism by voting. HorseCom combines the best technology with trusted training techniques to strengthen this connection and harmony between horse and rider.”

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 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.

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 in the summer of 2016, after a Kickstarter campaign that is scheduled for June. The main horseCom solution is based on three components: Bluetooth® headphones for horses, a rider headset that is connected to the horse’s headphones, 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. The technology benefits horses by making them less tense and more focused and provides multiple opportunities for training at any gait. For the rider, the technology enhances relaxation and balance and enables them to be synced with the horse. The system also allows the rider to connect with a coach who can manage the music training session and give feedback to the rider.

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