



Cisco StadiumVision: A New Look at Sports and Entertainment

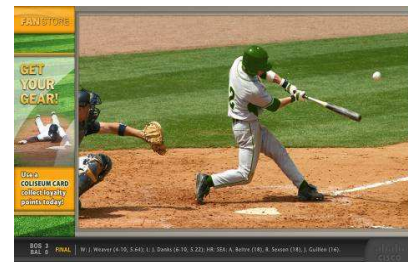
One of the biggest challenges that sports organizations face is keeping the in-venue experience more compelling for fans than staying at home. Increasingly, fans have more options at home – HDTV, DVRs, and PCs – that give them better video quality, more control over what they see, and more information about the game. With sports leading the way into the HD world, content programmers, cable and satellite providers and sports and entertainment venues are placing increasing focus on upgrading the sporting experience for fans.

Cisco StadiumVision™ is an innovative, end-to-end video and digital content distribution solution that transforms the look and feel of a venue. It is designed to easily and cost-effectively deliver live game video and programming, targeted advertising and promotions, and customized content to each TV display, on a per event basis. It enhances fan experiences, dramatically increases your marketable advertising inventory, generates new revenue from ticketing, merchandise and concessions, and drives venue utilization.

Enhanced Fan Experiences

Video Everywhere

Putting HD video, including alternate camera views and other games, on the network makes it available to TV displays and to third-party devices around the venue, including employee and press laptops. No matter where fans may be in the venue, walking the concourse, in the concessions line or visiting designated club areas, HD video keeps them fully engaged in all of the action.



Custom Communications

From welcome greetings and directions to a seat upon arrival to exit information and traffic conditions upon departure of the stadium, Cisco StadiumVision provides real time, custom communications on every display in the venue. During the event, displays can indicate the nearest concession stand, team store, or restroom, while real-time stats keep fans up to date on game scores and stats.

Premium Fan Involvement

Turn over video controls to individual fans and create an exciting new experience they just can't get at home. In luxury suites, premium fans can produce their own unique game-day experience by selecting their favorite channels on an IP phone or a 3rd party device to create a custom lineup that includes unique camera angles and game statistics. Fans can also order up game statistics, concessions, and merchandise, and even help suite concierge services. Offerings like this create exclusive "in-venue only" offerings that encourage fans to attend in person, increasing ticket sales.

New Revenue Streams

Targeted Advertising

Turn your entire venue into a marketing platform. Complement live video with targeted advertisements and promotions linked to fan demographics, specific events during the action, or key moments in time. Show an advertisement for one brand to the club level and another to general seating. Promote specials and upcoming events. You can now offer advertisers these premium services to engage fans in new ways that align with activation objectives.

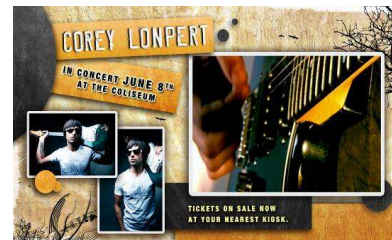
Dynamic Promotions



Replace your menu and promotion boards with dynamic digital ones and you can customize food and beverage offerings to go along with each event and audience – sodas or juices to go along with kids' day, and gourmet offerings to go with concert night. Dynamically change pricing near the end of a game or home stand to move excess inventory. Even embed game video, stats, and other information in the concession menu to entertain fans while they wait in line.

Venue Transformation

Control, customize, and change the looks and feel of each display to match every type of event and use – including concession menus, merchandise offerings, advertising and sponsored promotions – and do it at the touch of a button. Remain competitive and profitable by turning more events and offering services that other venues cannot.



Greater Operational Efficiencies

Cisco StadiumVision is incredibly flexible, allowing you to take each individual display and segment it any way you want. Power displays on and off and instead of hand-tuning each TV to the channel you want, you select the content for each display directly from an easy to use control panel. The system comes equipped with templates that let you display content in any format and any size on any display or group of displays. Plus, your content can now be a mix of game video, advertisements, promotions, directional signage, or real-time data such as stats, traffic, or weather. To make things even easier, content can be scheduled to run automatically to coincide with dynamic events like a home run or touchdown, a power play, half time, or the end of a period.

Cisco StadiumVision Makes the Difference

Create unique, compelling experiences that keep fans coming back to your venue while generating exciting new business opportunities for you. This efficient, cost-effective, and flexible platform improves the quality of video you can deliver, expands the advertising and promotional content that you can include, and provides new capabilities that help drive revenue, streamline venue operations, and enhance your fans' experience.

To learn more about Cisco Connected Sports and Entertainment Solutions, visit <http://www.cisco.com/go/sports>. To schedule a customer briefing, please contact Cisco at ask-ciscosports@cisco.com.