

I.C.G. brings an Interactive Experience to Maloof Money Cup Fans across the World

Client Summary:

The Maloof Money Cup is a premier showcase for professional skateboarding. The inaugural event was held in 2008 at the OC Fair and Event Center in Costa Mesa. The event was founded by Joe and Gavin Maloof, whose family (including brothers Phil Maloof and sister Adrienne Maloof-Nassif) owns the NBA's Sacramento Kings franchise and the Palms Casino Resort in Las Vegas, among other ventures. This three-day festival includes the US Pro Men's and Women's Street Championships, the US Pro Vert Championships, and the Maloof Money Cup Am Championships. The Maloof Money Cup boasts one of the largest purses in the history of professional skateboarding.

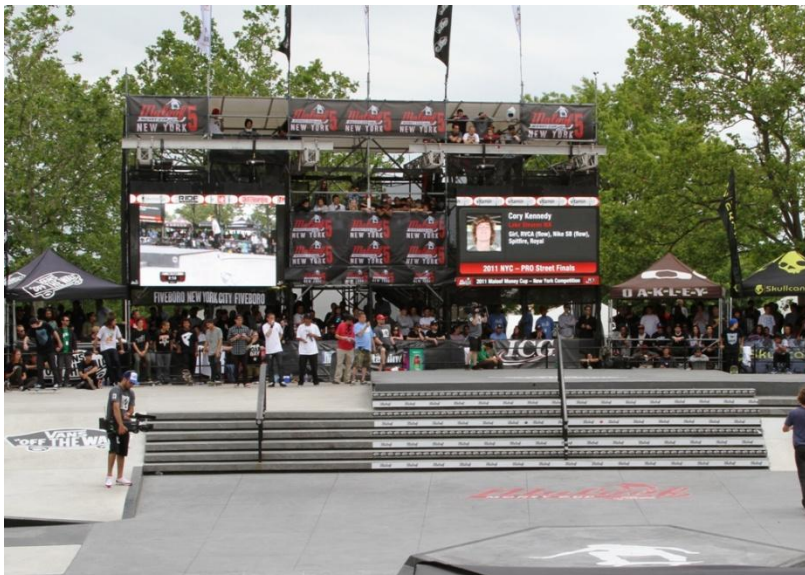


I.C.G.'s interactive applications brought MMC fans closer to the action providing exciting new sports and entertainment experiences through innovative technologies. I.C.G. integrated FUEL TV's live video feed of the event to three Jumbotrons, multiple HD LCD screens, and Mobile Video Walls at the event. In addition, other applications that allow fans to interact from their handhelds include social media integration; check-ins, posts and tweets, and filtered photos. Live scoring, skater profiles, digital raffles, and much more were all delivered to the mentioned screens in real-time.

"This is an event for the entire family," says Maloof, whose family was recently ranked as one of the 100 most influential people in the World of Sports by Business Week. "Skateboarding and action sports have become a lifestyle with a unique and popular style of clothing, music, and technology."

Project Objectives:

Internet Connectivity Group, Inc. (I.C.G.), the leading developer and operator of wireless interactive digital media solutions for sports entertainment venues, was selected once again to deploy solutions at this year's Maloof Money Cup Finals. The Maloof Organization consulted with I.C.G. on innovation and technology developments targeted for strategic impact for this year and future Maloof Money Cup events. I.C.G. has installed ICMedia™ solutions in Queens, NY, bringing fans



closer to the action and providing exciting new interactive sports and entertainment experiences. Additional deployments are scheduled in Washington D.C., Huntington Beach, CA and Johannesburg, South Africa by the end of 2011.

The overall business goal was to implement leading technologies that enable MMC to streamline event-day operations, giving the organization the ability to change from one event to the next, and introduce new community building and revenue-generating services. In addition to creating cost savings and operating efficiencies, these innovative technologies engage fans with MMC and event sponsors like *Vans*, *Active*, *Vitamin Water*, *Skullcandy* and more.

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Solution Deployment:



I.C.G. looks to address these objectives by incorporating their wireless interactive digital media infrastructure along with ICMedia's™ content and content management software. The installation involved the most technological advanced arena ever constructed offering fans access to visually engaging applications (ICsocial™, ICview™, ICstats™, ICstream™). With two Jumbotrons placed front and center of the skating arena and another at Festival Village, fans were offered unprecedented access to their favorite competitor performances, both inside and outside. Dozens of high definition LCDs were mounted

throughout the venue displaying a wireless streaming feed of the competition, overlaid with sponsor logos; providing sponsors with constant and continued exposure. Remaining screens displayed tweets, competitor stats, and filtered photo streams in real-time.

Fans were easily able to check-in via foursquare, send tweets via Twitter, post on Facebook, and email photos utilizing the web and their handheld devices. ICMedia's™ content servers capture each message, filter the message, repackage it for display, and sends it to the MobileMedia System™/ViFi Adapter® for immediate viewing.

I.C.G.'s Interactive Social Networking applications enable the Maloof organization to access core marketing data that provide the tools necessary to obtain real-time market trends. Each time fans engage with I.C.G.'s social networking applications, I.C.G. captures User ID Profile information (*email address, phone numbers, Twitter/Facebook account, etc.*) for marketing purposes, which then can be accessed via the ICMedia™ web application anytime, anywhere. This data can be organized and directly marketed to, building captive communities with their fans, patrons, customers, and partners.

The I.C.G. MobileMedia System™ and ViFi Adapter® function in tandem to enable network connectivity and remote control of the displays. ICMedia™ CampaignManager content management software and the interactive applications interact with social networking applications to capture fans Tweets, posts and photos on a real-time basis for display on-site. Operating wirelessly, the I.C.G. solution connects to the internet through its ICNet® wireless broadband service, which simplified positioning, installation, and alleviated the need for any external connectivity, service or wiring. The wireless transmission of content from the MobileMedia System™ to the ViFi Adapter® is done via 802.11n protocol that features Proco Solutions® Technology to compress, encode, and encrypt the content, maximizing its visual quality and minimizing chances of any electrical or radio "noise" interference.

Solution Summary:

Along with I.C.G., the Maloof organization was able to provide fans with a next-generation venue experience, incorporating wireless video and social networking applications into one seamless network. This allows venue operators to deliver unique services required at each location, as well as better manage and streamline operations in ways that make events more efficient, flexible, and impactful over the long term. I.C.G. also provides the Maloof Organization with real-time metrics, such as user information and trends, giving more exposure to the MMC Brand and increasing their reach to the most fans possible.



For more information about I.C.G.'s Wireless Digital Media deployment, please contact: I.C.G. Sales – Entertainmentsales@icginfo.com – 949.916.5781