



XOS Technologies

**\*\* MEDIA ALERT \*\* MEDIA ALERT \*\* MEDIA ALERT \*\***

***XOS Technologies to Showcase Latest in Coaching Tools***

*Local company to demo latest digital technologies for sports at 2010 AFCA Convention in Orlando*

**WHAT:** At the 2010 American Football Coaches Association Convention (AFCA), XOS will showcase the latest sports technology solutions that include XOS Thunder (digital video editing and coaching analysis tools), XOS PlayAction Simulator (virtual game simulation powered by EA Sports) and XOS PlayerOnDemand (brand new recruiting application). XOS currently has more than 900 partners that include 155 professional and NCAA D1 football teams. As the “Official Sports Technology Consultant” for the American Football Coaches Association, XOS will be on hand to demo all new technology solutions, to allow the media to try their hand at some and to discuss upcoming 2010 trends. Also, XOS will reveal details about its partnership with Sony Electronics.

**WHEN:** **Sunday, Jan. 10, 2010 – Wednesday, Jan. 13, 2010**  
(Exhibit hours)  
9 a.m. – 5 p.m. Sunday  
9 a.m. – 5 p.m. Monday  
9 a.m. – 12 p.m. Tuesday

**WHERE:** Orlando World Center Marriott  
8701 World Center Drive  
Orlando, FL 32821

**VISUALS:** **(\*Technology demonstrations conducted within booth # 338 in the Cyprus Exhibit Hall\*)**

- **XOS Thunder** – This integrated platform enables coaches to analyze game data and video, identify tendencies, develop game plans and create multi-media presentations.
- **XOS PlayAction Simulator** – Series of training tools that builds upon EA’s TDT Engine used to drive the top-selling *Madden NFL* and *NCAA® Football* video games by adding functionality (including customizable playbooks, diagrams and testing sequences) to better prepare athletes for specific opponents.
- **XOS PlayerOnDemand** – New online recruiting system that enables athletic programs to search and view video of recruiting prospects.
- **Onsite XOS Sources** – Randy Eccker (Executive Chairman/Co-founder), Chris McCleary (CEO), Dan Aton (Chief Innovation Officer/Co-founder), Albert Tsai (SVP of Advanced Research and Development) and Ray Thompson (SVP of Business Development).

**DIRECTIONS:**

- From the Orlando International Airport (MCO)*
- Take South Exit to Greenway Toll Road South (Rt. 417)
- Take Exit 6 (536 East)
- Pass through two traffic lights
- Orlando World Center Marriott is on the right

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