

Bradley Braves Enlist XOS Digital to Embark on Collegiate Broadcast-Control Trend

Braves take control of in-house broadcast productions via facility upgrade

ORLANDO, Fla. – March 9, 2010 – XOS Digital, Inc., a national leader in digital sports media, today announced a new partnership with **Bradley University Athletics** to integrate a HD/SD broadcast control room within the school's 4,500-seat Athletic Performance Center Arena to power the Braves' new video board, LED scorer's tables and a variety of other output sources. The announcement was made by Mark Hudgins, president, XOS Integrated Solutions Group.

"Across the country, the collegiate sports sector has taken note of the importance of in-house broadcast abilities," Hudgins said. "Bradley understands how original broadcast productions can enhance the overall fan experience at games, and opted to enlist our expertise to make a fully integrated control room a reality."

Bradley's new broadcast control room will enable the school's athletics program to acquire, manage and then distribute video to multiple sources within the arena including its large-screen score board display, Web-streaming channels, coaches' video room, in-venue televisions for viewing on concourses and lobbies, and to the satellite truck dock for TV broadcasts. All of this will be accomplished from the main production control room.

XOS Digital will outfit the Athletic Performance Center Arena to accommodate a multi-format switcher, which will leverage several input sources including:

- Three HD cameras (with a fiber-optic transmission system for optimum picture quality) strategically positioned throughout the arena via tripod, with shoulder-mount option for operator mobility
- One slow-motion instant replay system with up to three channels of video
- One single-channel character generator
- Two DVD players/recorders

XOS Digital also will enable Bradley production staff to monitor and adjust individual camera signals from the control room so that shading adjustments can take place remotely and expeditiously. All three arena cameras also include intercom communications for the camera operators and technical production staff to receive and relay information.

Bradley's new broadcast control room will feature custom millwork for consoles and various workstations inclusive of camera shading areas, a character generator station, the Technical

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Director station and an instant replay station.

According to Hudgins, the XOS Digital project plan maximizes Bradley’s space by consolidating hardware where applicable. For example, the Technical Director Station will include a multi-image display processor which can create split-screens for all of the inputs as well as program and preview outputs, eliminating the need for separate monitors.

“Bradley’s new broadcast control room is the latest addition in a series of comprehensive solutions we’ve provided to the school over the years,” Hudgins said. “Through the combination of this broadcast control room and several of our other cutting-edge solutions, we’re excited to prepare the Braves for the best possible workflow its athletic staff can experience.”

XOS has maintained a long-standing partnership with Bradley, providing it with the XOS Thunder™ digital video editing platform, integrating all AV technology within the Puterbaugh Family Men’s Basketball Practice Facility and implementing all branded facility elements through XOS Digital’s ONE UP partnership with Portland-based design firm Downstream, LLC.

“This is an important step in our digital media evolution,” said Dr. Michael Cross, Director of Athletics, Bradley University. “By integrating a broadcast control room into our facility, we’re positioning Bradley to develop our own cutting edge video and graphics for the arena and throughout our athletic program. We also plan to use this as a laboratory-like environment for students enrolled in Bradley’s Sports Communication Program by providing them opportunities to learn their craft on this remarkable technology.

This is a strategic investment that will bring an enhanced spectator experience to our loyal fans, media partners and sponsors. We look forward creating high-quality productions that will provide corporate sponsors the brand recognition and return on investment they are seeking while making the fan experience both visceral and memorable.”

For more information about XOS broadcast control room integration, visit www.xosdigital.com.

About XOS Digital, Inc.:

XOS Digital is the leading provider of advanced technology products, digital system design and integration, content management solutions, and integrated media services to sports teams, athletic organizations and sports marketers in North America. The XOS portfolio of technology products and services enhances the performance and image of more than 900 teams in the NFL, NBA, NHL, NCAA, WNBA, NAIA, MLB, AFL, Euroleague and other leading sports organizations. The advanced XOS Digital Sports Network Platform powers the revolutionary SEC Digital Sports Network enabling the broadest, multi-platform distribution of SEC Sports media content. For more information, visit www.xosdigital.com.

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