

XOS Digital Brings HD Instant Replay to Southeastern Conference Football

SEC first collegiate conference to upgrade instant replay to high-def

ORLANDO, Fla. – March 16, 2010 – XOS Digital, Inc., the leading provider of digital technologies for sports teams nationwide, today announced that the **Southeastern Conference (SEC)** will implement the company’s next generation HD instant replay system for this upcoming football season. The announcement was made today by Mark Hudgins, president, XOS Integrated Solutions Group.

“The SEC has the highest standards for quality both on and off the playing field,” Hudgins said. “Therefore, it is continuing on an assertive path to pioneer new technologies that will enhance its programs. The SEC is the first conference to establish itself with advanced HD instant replay capabilities, and we’re pleased to provide it with clear officiating advantages through XOS HD Replay.”

According to Hudgins, XOS conducted “extensive” market research to create an HD instant replay system that provides a superior video quality made possible by uncompressed video recording and playback. Uncompressed HD video provides officials with a clearer view of the play in question than what fans see at home.

The XOS HD Replay system will provide the SEC with a variety of distinct capabilities aimed at making the officiating workflow more efficient. For example, the Conference can export video and game data to its media delivery platforms, including XOS Studio, for further analysis by conference officials.

“XOS is committed to providing the Southeastern Conference with the most advanced HD instant replay solution, along with the highest level of service and support,” said Chris McCleary, CEO, XOS Digital. “The Southeastern Conference is a valued partner of ours and we’re proud to enhance their officiating technology with XOS HD Replay.”

Nearly 125 sports teams within football, basketball and hockey use XOS Replay. XOS currently provides standard definition football instant replay systems to Conference USA and the Pac 10, Big 12, Sun Belt and Mid-American conferences. For basketball, it provides standard definition instant replay systems to the Sun Belt and Western Athletic conferences. For hockey, it provides standard definition instant replay systems to the Western Collegiate Hockey Association, the Central Collegiate Hockey Association and numerous other hockey organizations.

-More-



PRESS RELEASE
FOR IMMEDIATE RELEASE

Contact:
Anna Marie Neri
XOS Digital, Inc.
407-670-5049
aneri@xosdigital.com

PAGE 2 – XOS DIGITAL BRINGS HD REPLAY TO SEC FOOTBALL

“The highly critical nature of officiating warrants the priority we’ve given to our instant replay technology,” said Mike Slive, SEC Commissioner. “Our football programs are worthy of the best resources available, and that is why we’ve chosen to incorporate HD instant replay technology for the 2010 season, and are pleased to be working with XOS in this endeavor.”

For more information about XOS HD Replay, 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.

###