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## XOS Replay Added to Mid-American Conference Basketball

**ORLANDO, Fla. – June 17, 2010** – XOS Digital, Inc., the leading provider of content management solutions and digital media services for collegiate and professional sports organizations, today announced that existing partner **Mid-American Conference (MAC)** will implement the company’s basketball XOS Replay™ system to use for next year’s men’s and women’s games. The announcement was made today by Mark Hudgins, Integrated Solutions Group president, XOS Digital.

XOS Replay for basketball uses the same proprietary hardware found in XOS Digital’s standard definition football and hockey instant replay systems. Among these three sports, more than 120 college teams nationwide currently use XOS Replay. Specific to basketball, the MAC joins all 22 schools in both the Western Athletic Conference and the Sun Belt Conference as an XOS Replay partner.

“With basketball replay, extra emphasis is placed on capturing not only a player’s action on the court, but also the game clock,” Hudgins said. “We’ve designed our basketball replay system as a cost-effective solution that will enable MAC officials, or any basketball team using it, to maximize efficiency by integrating the game clock into the video.”

According to Hudgins, the XOS Replay system for basketball operates using two synchronized camera feeds to “optimize accuracy.” A fixed camera within MAC member schools will tightly zoom in on one of the shot clocks mounted on their backboards. By synchronizing the shot-clock video and mid-court camera feeds, the video will show all the action on the MAC-school courts and their game clocks simultaneously. This will allow a MAC official to review a play for timing infractions and use the scoreboard lights on the shot-clock video to determine if the play took place before time ran out.

“All of our institutions will use XOS Replay for basketball next year,” said Dr. Jon A. Steinbrecher, Commissioner, Mid-American Conference. “We have a longstanding history as an XOS partner, so when evaluating instant replay solutions for basketball it made sense to use a system we were already familiar with. It will provide our officials with the best video evidence possible for reviewing a play.”

For more information, visit the “Integrated Solutions Group” section of the company’s website at [www.xosdigital.com](http://www.xosdigital.com). Additional details can be found under the “XOS Instant Replay” section.

### **About XOS Digital, Incorporated**

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](http://www.xosdigital.com).

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