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**Bison Athletics Pumps Up Content Strategy,  
Preserves Storied History with New XOS Vault Technology**

*North Dakota State University takes its sports content assets digital via XOS Vault™*

**ORLANDO, Fla. – Sept. 1, 2009** – XOS Digital, a division of XOS Technologies, Inc., today announced that it is providing its newly released XOS Vault technology to **North Dakota State University** to help the school's athletic program capture, preserve, tag (with specific game-related data), organize, manage and distribute its collective sports history in digital format. The announcement was made today by Dan Aton, XOS co-founder and chief innovation officer.

In its current archives, North Dakota State has hundreds of hours worth of content in various mediums that encompass print, photo, video, audio and film formats. All of these formats are susceptible to decay and deterioration over time, but by using the XOS Vault technology they will now be preserved for decades to come in digital format.

"The XOS Vault allows us to protect our valuable content history in a way that didn't exist until now," said Bison Athletics Director Gene Taylor. "We want to ensure that all of our memories, encompassing everything from our greatest victories to our biggest upsets, are forever preserved so that our fans can relive them for generations to come."

The school's athletic program will leverage the XOS Hosted Vault™, one of three technologies under the XOS Vault umbrella. Basically, the school will send its content assets in their various mediums to XOS Digital to digitize (ingest) for storage at the XOS Hosting Facility, a highly secured data center located in Orlando, Fla. Once ingested, Bison Athletics staff can access the content via a Web portal from anywhere, on or off campus, to search, manage and distribute.

Among some of the content that awaits ingestion into the XOS Hosted Vault:

- Men's Basketball vs. Kansas State (Dec. 9, 2006)
- Football vs. Sam Houston State (Sept. 14, 2007)
- Women's Basketball vs. Oral Roberts (Dec. 8, 2008)

"The XOS Vault will preserve and host a wide variety of valuable sports assets for North Dakota State," Aton said. "It will also add value by making these assets indexed and searchable. We've found the school's athletic department to be extremely innovative, placing a high priority on the advancement of its digital technologies to help it succeed with both mission-critical and fan-facing initiatives. We're pleased that they have chosen to add this revolutionary new technology to their technology repertoire."

XOS has a longstanding history with North Dakota State, having worked with it for a number of its digital media and technology needs. In 2005, the XOS Facilities Design and Integration division installed the latest communications technology within the Fargo Dome Football Office and, more presently, it is serving as the department's A/V design specialist for the Bison Sports Arena. In addition, the school currently uses the XOS Director Football video editing technology, the Vega Basketball video editing system, and plans to upgrade to the XOS Thunder Hoops platform this year.

-More-

9.1.09 – Bison Athletics Pumps Up Content Strategy



In addition to North Dakota State University, XOS provides the XOS Vault technology to the PAC-10 Conference (its first XOS Vault partner which is using the XOS Hosted Vault), the Southeastern Conference (using the XOS Campus Vault at its headquarters and at all of its 12-member schools in conjunction with its SEC Digital Network), the University of Alabama, the University of Arkansas, Auburn University, the University of Florida, the University of Georgia, the University of Kentucky, Louisiana State University, Mississippi State University, the University of Mississippi, the University of South Carolina, the University of Tennessee and Vanderbilt University.

For more information about the XOS Vault, visit [www.xosdigital.com](http://www.xosdigital.com).

**About XOS Digital:**

As the newest division of XOS Technologies, XOS Digital empowers rights holders and marketers to efficiently capture, manage, distribute and monetize college sports digital media. The company does this by redefining the manner in which collegiate content is packaged, distributed and consumed across virtually every content platform. Its largest offering is a digital vehicle which enables marketers to create branded sports entertainment across a variety of highly trafficked and targeted media platforms. XOS Digital serves more than 125 partners, inclusive of top Division I colleges and several collegiate media properties, and enables them to preserve and effectively manage their exclusive media content. For more information, visit [www.xosdigital.com](http://www.xosdigital.com). Twitter at <http://twitter.com/xosdigital>.

**About XOS Technologies, Inc.:**

For nearly 15 years, the nation's top professional and collegiate sports teams, conferences, leagues and athletic administrators have turned to XOS Technologies for expertise found in its innovative coaching analysis software (Coaching Solutions), Facilities Design & Integration (FDI) services and sports media and digital asset management solutions (XOS Digital). The revolutionary technology and new media solutions developed by XOS have been adopted by more than 480 clients representing more than 900 sports teams throughout the NFL, AFL, NBA, WNBA, NHL, MLB, NCAA, NAIA and NASCAR. The company's headquarters are located in Billerica, Mass., with digital and facility design initiatives operated out of the Orlando, Fla. area. For more information, visit [www.xostech.com](http://www.xostech.com). Twitter at <http://twitter.com/XOSTech>.

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