



**NEWS RELEASE
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SONY®

Baylor Bears Accelerate Digital Game Prep, Practice Analysis

XOS Technologies works with Sony Electronics to install Pan Tilt Zoom cameras inside new Jay and Jenny Allison Indoor Practice Facility to streamline workflow

ORLANDO, Fla. – Oct. 12, 2009 – XOS Technologies, Inc., a leader in digital sports media, today announced that its Facilities Design and Integration (FDI) division teamed with Sony Electronics to provide game preparation analysis resources for the newly opened Jay and Jenny Allison Indoor Practice Facility at **Baylor University**. The announcement was made today by Mark Hudgins, FDI general manager.

“We won the bid two weeks before the Bears officially moved into their new indoor practice field, where they wanted to incorporate cameras to more efficiently capture self-scout video for game preparation analysis,” Hudgins said. “After assessing the team’s needs, we determined that Baylor would benefit most from permanently mounted cameras, remotely controlled and with the video feeds running into their new video room for live capture into the XOS Thunder digital video editing system.”

As a result, XOS teamed with Sony to install high-definition Pan Tilt Zoom (PTZ) cameras with Serial Digital Interface (SDI) output capability (family of video interfaces standardized for broadcast-grade quality) in both High Definition (HD) and Standard Definition (SD).

Sony used its BRC-700 cameras with 20x lens, with BRBK HD/SDI boards installed. The PTZ cameras were wall mounted at the back of each end zone, and each PTZ camera has a separate controller with two display monitors. To provide the best video-feed quality possible, XOS worked with Baylor to run and connect fiber cable from the indoor practice field into the new video room located inside the Simpson Athletics and Academic Center.

In the video room, the feeds were connected to a matrix switcher that enables the video staff to designate all four camera feeds into four different input sources, such as the XOS Thunder digital video editor, DVD recorders and other video devices. In addition, the Sony cameras and the XOS Thunder editing system enable the Bears video coordinator to capture live video during practice sessions for expedited cut up creation. In essence, cut ups could theoretically be ready for post-practice analysis as soon as the team finished its session.

“This combination of technology really allows the Bears to get the most out of their practices now,” said Mary Schoof, strategic sales and marketing manager, at Sony Electronics. “The way in which our PTZ cameras have been integrated replaces expensive lifts and scaffolding, and offers better shooting angles than what can be achieved with a catwalk. Overall, our PTZ cameras, combined with technology from XOS, will enable a more efficient workflow for the Bears.”

Prior to having its new video resources, the Bears video team would spend countless hours a week on average preparing cut-ups for game preparation purposes. But now all that has changed according to Michael Bolding, director of video services for the Baylor Bears.

“With the addition of our integrated XOS Thunder digital video editing system and the Sony cameras, our game prep workflow has been significantly streamlined,” Bolding said. “What used to take roughly nine hours each week to do now only takes about three hours. It makes a big

-More-

10.12.09 – XOS Teams up with Sony for Game Prep Analysis



difference operationally to have that kind of added value, and we're glad that XOS and Sony were available to do this for us with a remarkably fast turnaround before we moved into our new indoor practice facility."

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. Twitter at <http://twitter.com/XOSTech>.

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