



XOS Technologies is now XOS Digital

XOS rebrands to better underscore corporate mission

After a decade of doing business as XOS Technologies, Inc., the sports-tech firm announced the debut of its new corporate brand name, XOS Digital, Incorporated. The new XOS brand identity positions the company as an advanced technology solutions provider with a portfolio of integrated digital products and services specifically for sports organizations and sports marketing firms. As an element of the nationwide rebranding campaign, company CEO Chris McCleary also announced the launch of a new corporate Web presence, www.xosdigital.com. Another core aspect of the company's rebrand campaign includes the integration of the Collegiate Images brand, which was acquired as a subsidiary by XOS in 2008.

In addition to a new company name, brand identity and corporate Web site, the company has fine-tuned its infrastructure. As a more holistic organization, XOS has eliminated the separation of its areas of expertise into distinct business units. Its former divisions, XOS Coaching Solutions, XOS Facilities Design and Integration and XOS Digital are now referenced as solutions from an integrated digital product line. Were no longer a company operating as three related, but distinct, business units, McCleary said. As XOS Digital, Inc., were one united operation with a comprehensive digital product line that is fully integrated. It makes the most sense, and benefits all of our constituents, to follow that business model.

When XOS was established in the late 90s, the company's main focus was on athletic facilities design and integration and coaching software products, McCleary said. We have continued to enhance and improve all of our current technology solutions and now we are integrating them with our advanced content management offerings to meet the next generation digital technology needs of our client base.

The company's rebranding campaign also introduces a new corporate Web site, www.xosdigital.com, which is currently in a Phase I operational mode. Once fully developed, it will include access to an XOS Vault licensing portal on its home page so that visitors can secure content rights from a comprehensive library of digital sports video. The concept is similar to an iTunes experience, McCleary said. We're expanding our corporate site to include a highly interactive component that will benefit both our partners, sports fans and other third-party rights holders around the globe.

XOS recently launched the SEC Digital Network which is a fully integrated multi-platform content management and media distribution property that serves the Southeastern Conference and its 12 member schools. The XOSxNet content distribution and storage network is assisting the conference officials at the Big Ten and Big 12 in stabling wide area secure access to conference game content. The XOS HD Instant Replay System has established itself as the defacto standard for collegiate conferences. These and other digital technology initiatives underscore our direction and guided us to the evolution of our brand identity, McCleary added.

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NOW SHOWING

Feature Film - CBS Films

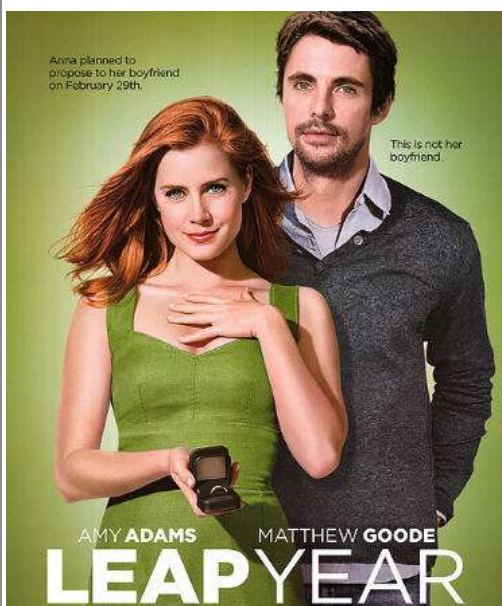


Extraordinary Measures is a feature film about a working-class father, John Crowley (Brendan Fraser) who recruits the help of a reluctant maverick scientist, Dr. Stonehill (Harrison Ford), in an effort to save his children from a rare genetic condition that will lead to their death without treatment. The film is inspired by the true story of John Crowley, a man who did everything it took to build a company that could rescue his children only to face the impossible choice of putting family first or making the work that might spare them a priority. The film also stars Keri Russell as Crowley's wife. Game video from the Nebraska vs. Texas baseball game from April 24, 2004 appears in the background of a scene when Dr. Stonehill is watching a baseball game. Extraordinary Measures was released on Friday, January 22, 2010.

© Fox Sports Net

™ The University of Texas at Austin, University of Nebraska

Feature Film - Universal Pictures



Leap Year is a romantic comedy based on an Irish tradition in which a man must say yes if proposed to on a leap day. Anna (Amy Adams), a Bostonite, travels to Dublin to propose to her boyfriend. On her way, she is waylaid by a storm and finds herself on the wrong side of Ireland. Declan, a cynical

Irishman who needs money to save his tavern, agrees to taxi her to Dublin for a fee. Leap Year chronicles Anna's journey with Declan to meet her boyfriend. A Boston College pennant appears as set dressing in a scene of the movie set in Boston.

™ Boston College

Consumer Media Product - Penn State DVDs



The Penn State Nittany Lions have one of the most storied college football programs in the country. Under the leadership of Head Coach Joe Paterno, Penn State has experienced numerous undefeated seasons and National Championships. Collegiate Images, an XOS Digital Company, released a DVD product celebrating these outstanding accomplishments. Penn State Football: The Undefeated Seasons is a 2 disc DVD set that chronicles Penn State's seven undefeated seasons. The DVD features season highlights and interviews from the 1968, 1969, 1973, 1986 and 1994 undefeated seasons and photo galleries with team photos from the 1887 and 1912 seasons.

© National Football Foundation
™ The Pennsylvania State University

Public Service Announcement Salute to the Troops at the Fiesta Bowl



A short segment created to salute overseas U.S. troops aired during halftime of the 2010 Tostitos Fiesta Bowl. The segment was shown during the Fox broadcast of the 2010 Fiesta Bowl and on the video board of University of Phoenix Stadium. Video from the 2007 Tostitos Fiesta Bowl, 2007 Allstate Sugar Bowl, 2007 FedEx Orange Bowl and historic video of Sammy Baugh from the NFF library were included in the segment. Additionally, university logos were cleared as they appeared on banners and flags held by U.S. troops or featured within the segment.

© Bowl Championship Series/Fox, National Football Foundation
™ Clemson University, Virginia Tech, University of Colorado, University of Oklahoma, University of Notre Dame

Digital Downloads - SEC Download Store



On Dec. 8, 2009, the SEC Digital Network (SECDN), the first fully integrated new media network in college sports, launched its official "SEC Download Store" for fans via www.SECSports.com. The SEC Download Store provides fans with access to more than 85 of the 2009 season's football games, showcasing game action in full from all 12 of the SEC's member schools. In addition, all championship games dating back to the event's establishment in 1992 are available for download. Visit the SEC Download Store [HERE](#).

© Southeastern Conference

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BUSINESS AFFAIRS UPDATE

American Needle Antitrust Case Has Implications Far Beyond NFL



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The Supreme Court recently heard oral arguments in the landmark sports case of *American Needle v. The National Football League (NFL)*. The roots of the case stem from 2000, when the NFL chose Reebok as the exclusive provider of its licensed apparel. American Needle, a sports-cap manufacturer, subsequently sued the NFL alleging that the Reebok deal violated federal antitrust statutes by stifling competition and inflating prices. Now, the Supreme Court must answer the difficult question of whether the NFL is a single entity as it so argues or if the League is a collection of 32 teams that vigorously compete against one another every week on and off the field. If the high court sides with the NFL and rules that the League is a single entity, the League

would become exempt from federal antitrust scrutiny. The general legal consensus is that it would be quite unlikely for the court to issue such a broad ruling in the NFL's favor, but may find the NFL a single entity for purposes such as merchandising rights. Nevertheless, finding the League a single entity as opposed to 32 competing teams has the potential to adversely affect fans through higher prices for tickets, concessions, stadium parking, licensing and the like. Additionally, NFL player's fear, as articulated through a Jan. 10, 2010 op-ed piece in the Washington Post by NFL quarterback and NFL Players Association member Drew Brees, that salary could be unilaterally capped. Therefore, the outcome of the pending case could shake the foundations of sports law for years to come by reshaping the definition of a sports league. This would dramatically affect not only the NFL but all sports leagues, executives, players, teams and the businesses that it works with. Conversely, if the court rules in American Needle's favor, the NFL may be forced to rid itself of all exclusive contracts, which would open the door for more competition and potentially lower prices. A ruling is expected by late June.

Viacom & YouTube Prepare for Courtroom Showdown



Viacom's \$1 billion copyright lawsuit against YouTube is finally on the verge of being heard by a federal court. Last month, both parties requested meetings with U.S. District Judge Louis Stanton to discuss the individual motions for summary judgment that each party plans to file. In the lawsuit, Viacom accuses YouTube of encouraging and profiting from copyright infringement when its users upload unauthorized video content. The fact that the two sides are now preparing for summary judgment motions is a sign that the nearly 3-year-old and closely watched copyright fight may finally be inching towards some closure. Since the initial filing of the suit by Viacom in 2007, numerous other online video uploading Web sites have emerged. Accordingly, most believe the pending case will set an important precedent for making video and music available online. Google, which now owns YouTube, argued in its letter to Judge Stanton that YouTube is protected by the Digital Millennium Copyright Act (DMCA), which broadly protects Internet service providers from being held liable for copyright violations committed by its users.

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MEDIA NOTES

3-D Television Poised to Make a Splash



Sports media conglomerate ESPN announced that it will launch a 3-D television network in June 2010. The network's first broadcast in 3-D will be a World Cup soccer match featuring South Africa and Mexico. ESPN 3-D expects to showcase at least 85 live sporting events during the first year of the venture. In addition to World Cup soccer, ESPN plans to broadcast select events from the Summer X Games along with select NBA, college basketball and college football games. Similarly, Discovery has partnered with Sony and IMAX to launch a dedicated 3-D network in the U.S. beginning in 2011, which will feature natural history, space, exploration, and adventure shows along with films and children's programming. Read more [HERE](#).

DirecTV has also announced plans to launch three 3-D channels in June 2010 featuring movies, sports and other content. Read more [HERE](#).

FCC Votes to Close Cable Providers Terrestrial Loophole for Sports



On Jan. 20, 2010, the U.S. telecom regulator Federal Communications Commission (FCC) voted 4-1 to stop cable operators from withholding local sports channels from rivals. The vote calls for the elimination of the so-called Terrestrial Loophole regulation that allowed cable operators to block competitor's access to some popular video programming, including sports broadcasts. The elimination of the loophole gives consumers greater choice when it comes to pay-TV providers and is expected to increase competition for pay-TV subscribers. Read more [HERE](#).

Comcast Pounces for Control of NBC Universal



In early December, Comcast announced it would put up \$6.5 billion in cash and \$7.25 billion in assets to buy 51 percent of NBC Universal from General Electric Co. The purchase would mean that the United States' largest cable television provider would gain control of the NBC family of broadcast networks, regional sports networks, Universal Pictures and theme parks. Before the transaction is complete, the FCC and the Justice Department will also review the Comcast-NBC Universal deal and committees in both the House and Senate will also have an opportunity to weigh in. In acquiring the majority stake, Comcast hopes to succeed in marrying distribution and content.

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STILL PHOTO SNAPSHOT



Commercial Use of Bowl Game Photos



Collegiate Images, an XOS Digital Company, in conjunction with the Bowl Championship Series (BCS), The Cotton Bowl Association and The Tournament of Roses, negotiated with photo retailers Replay Photos and Pictopia to allow each retailer the ability to commercially sell photos from certain 2010 bowl games. Established credential language prevents the sale of photos captured at these bowl games from commercial sale without prior written approval and a license. Both Replay Photos and Pictopia obtained a license to commercially sell the photos online through each retailer's network.

Replay Photos was granted the non-exclusive right to sell 2010 bowl game photos to consumers through the Replay Photos network of college and university Web sites and Web site portals. Replay Photos obtained photo content from its school partners and is selling the content as framed or unframed photo reprints through Replay Photos' hosted environment.

Similar to Replay Photos, Pictopia was granted the non-exclusive right to sell 2010 bowl game photos to consumers through the Pictopia network which includes college and university Web sites and local and regional newspaper Web sites. Pictopia obtained bowl game photos from its university and newspaper partners that were credentialed for bowl games. With this license, Pictopia's newspaper partners are selling the photos as framed or unframed photo reprints.

Through CIs relationships with the BCS, The Cotton Bowl Association, The Tournament of Roses and the participating schools, a proper license was

granted and all rights holders will be compensated for their intellectual property being utilized commercially through these existing photo retailers. If you would like more information please contact your Partner Relations Representative.

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ETC.



CI Officially Signs Agency Agreement with University of South Florida



Collegiate Images, an XOS Digital company, is proud to announce a new partnership agreement with the University of South Florida. As part of the agreement, CI will exclusively represent USFs athletic photo and video assets. Additionally, the Bulls will utilize the XOS hosted Vault to index and preserve athletic photos. CI is pleased to welcome the University of South Florida as an official partner.

James Madison University Wins XOS Hosted Vault at 2009 SBJ Intercollegiate Athletics Forum



At the 2009 SBJ Intercollegiate Athletics Forum, XOS Digital raffled a 100-hour XOS Hosted Vault to forum attendees. The XOS Hosted Vault allows users to leverage XOS Ingest Services to capture an athletic library into a hosted, indexed, searchable library with all data being secure and backed up in a L4 facility. The content is accessed through an easily navigated Web-based interface. The winner of the XOS Hosted Vault, along with 100 hours of Ingest Services, was James Madison University Director of Athletics, Jeff Bourne. XOS Digital looks forward to assisting the Dukes in preserving and managing their content.

Staff Updates

XOS Digital would like to congratulate **Brian Fitzgerald** on his promotion to vice president - corporate controller. Fitzgerald's promotion elevates his role from director of finance for the company's former XOS Digital division to a vice president level as the corporate controller. In his new role, Fitzgerald, now oversees accounting and financial activities for the entire company.

XOS Digital is also pleased to announce the promotion of **Matt Bairos** to vice president - products/services for Digital Coaching Technologies (formerly, Coaching Solutions) . Bairos has been with XOS for 10 years, serving in a variety of capacities, most recently as director of products/services.

XOS Digital welcomes **Joe Nedoroscik** to the XOS systems engineering team. Joe serves as an IT administrator, focusing on day-to-day IT operations in XOS Digital's Lake Mary office. Joe joins XOS Digital with several years of IT and networking experience, most recently from JHT, a technical consulting firm, where he managed operations of the IT infrastructure of 30+ Windows/Linux server devices, an offsite data center, as well as, a team of IT

professionals.

Upcoming Events



**International Collegiate Licensing Association (ICLA)
8th Annual Winter Symposium**
March 11-15, 2010
Rosen Centre - Orlando, Florida



9th Annual IMG World Congress of Sports
March 17-18, 2010
LA Live - Los Angeles, CA



FBA Annual Meetings
April 21-23, 2010

The Phoenician Resort - Scottsdale, AZ



**CLC LICENSING DIRECTORS'
SEMINAR**

CLC Licensing Directors' Seminar
May 24-26, 2010
Atlanta, GA



2010 NACDA Convention
June 22-25, 2010
Marriott Hotel - Anaheim, CA

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