

UNIVERSITY OF FLORIDA

SEC Champions

2000, 2001, 2007

SEC Tournament Champions

2005, 2006, 2007



National Champions

2006, 2007

GATOR BASKETBALL

June 7, 2010

Bryan Stuckey, Director of Customer Support
XOS Digital, Inc.
59 Skyline Drive
Lake Mary, FL 32746

Dear Bryan,

It is my pleasure to write to you today with some important feedback regarding our 11-year relationship with XOS Digital. We're thrilled that we selected XOS all those years ago – your team has consistently delivered on all of our key criteria as a solution provider: product portability, reliability, ease of use and outstanding technical support.

We also appreciate how XOS Digital remains current and innovative year after year. It's reassuring to know that your team continually enhances its offerings to provide us with the latest and most cutting-edge technologies that streamline our operational workflow. Florida Athletics is proud of its competitive edge. It's important that the technologies behind our coaching teams mirror that sentiment. I'm pleased to inform you that this has always been the case thanks to your company's continuous and proactive efforts.

Another area I would like to touch on is your coaching software. We really love that it is sport-specific. XOS "gets" the fact that you can't take a cookie-cutter approach to video editing. Every sport has its own subtle nuances and rules, which are significant when it comes to the game-prep process. Your system built in the terminology and unique game aspects that are specific to our sport, so we're successfully set up to meet our basketball workflow needs. What a difference it makes to have a digital video editing system designed specifically for basketball! We don't have to conform to a system that was designed for another sport thanks to XOS.

But perhaps the best part about working with your group is knowing that we can rely on the strength of your team's industry expertise. Your staff comprises the ideal blend of former athletes, coaches, video coordinators *and* technical gurus to catapult you into the forefront of today's competitive sports world. Your company's employees have been intimately involved in the operational side of sports and all of its associated technologies. They bring this to the table to help programs succeed in facility and video operations. You have proficient experts that understand the high-intensity nature of this field, and how precious and critical time actually is during our work day. This hasn't gone unnoticed, Bryan. Thank you for helping our coaching team to become more efficient and effective with every passing year!

Lastly, I'd be remiss if I didn't tell you how appreciative I am for everything XOS Support has done for us over the years. Coaches don't always understand that sometimes there just isn't an "easy" fix. However, your team helps to find a quick solution to any problem that arises. XOS Support works very closely with us, listening to our concerns and always taking our preferences into consideration. Your Support group understands that we don't work in a "normal" industry. Things just can't stay broken – they need to be fixed almost before they stop working! By calling into XOS Support, our technical needs are met regardless of the situation that arises. Our issues have always been made a priority and resolved within an acceptable amount of time so we don't miss a beat.

I can honestly say that XOS Digital has really put its thumbprint on Florida Basketball. For the past 11 years your company has met and exceeded our expectations. We look forward to many more to come! Thanks again for helping us to stay ahead with our digital media needs.

Best Regards,

A handwritten signature in black ink that reads "Adam Beaupre".

Adam Beaupre
Head Video Coordinator, Men's Basketball
University of Florida

www.coachbillydonovan.com