



**SEAT**  
**BUYER'S**  
**GUIDE**





# AT&T Business

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## SEAT BUYER'S GUIDE

**Company Name:**

AT&T Business

**Description of your company:**

AT&T continues to set the standard as one of the premier integrated communications companies in the world. Nearly 3.5 million businesses—from the largest multinational corporations to small businesses—in all major industries turn to AT&T. We help organizations accelerate their digital evolution through our innovation in networks, cloud computing, cybersecurity, IoT, and mobile devices. We develop highly secure applications using our own proprietary systems and in collaboration with other service providers through strategic alliances.

**Company service offerings:**

From the seats to the suites, AT&T Business can help create immersive fan experiences and operational efficiencies through our managed, end-to-end solutions.

**Point of Contact Name / Contact information:**

Melanie Sullivan / [msullivan@att.com](mailto:msullivan@att.com)

**Website/URL:**

[www.business.att.com](http://www.business.att.com)

**Corporate HQ Address:**

208 S. Akard St.  
Dallas, Texas 75202

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

From collegiate to professional, venues to race tracks, teams to leagues, AT&T works with a diverse set of customers on all of their digital technology and fan immersion projects

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

Our partner ecosystem and expert project orchestration helps you deliver a virtually seamless fan experience across all platforms from event broadcast to in-venue innovations.

# COMCAST BUSINESS

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## SEAT BUYER'S GUIDE

**Company Name:**

Comcast Business

**Description of your company:**

Comcast Business has the largest IP network in the nation, providing a wide portfolio of custom services and solutions dedicated to major league sports teams and stadiums. Technology solutions range from fast, reliable Ethernet and Internet connectivity to complete technology packages that service front-of-house and back-office requirements. Comcast Business is powered by an advanced Gig-ready network and 24/7 technical support. Learn more at [business.comcast.com/enterprise/industry-solutions/stadiums](https://business.comcast.com/enterprise/industry-solutions/stadiums).

**Company service offerings:**

- Sponsorship and marketing relationships
- Fiber construction and internet services to stadiums and offices
- Video products for stadiums and offices
- Voice services
- WiFi construction and services
- LED display solutions
- Digital signage and LED Display solutions
- IoT platforms
- Team/Venue/Ticketing apps
- Stadium management and food services
- E-Sports facilities construction and operating support
- Sports Tech Business Accelerator Engagement
- Over-arching tech solutions and platforms for mixed-use and retail areas adjacent to stadiums

**Point of Contact Name / Contact information:**

Sam Chernak - SVP, Complex Solutions - [Sam\\_Chernak@cable.comcast.com](mailto:Sam_Chernak@cable.comcast.com) - (215) 286-8918

**Website/URL:**

<https://business.comcast.com/enterprise/industry-solutions/stadiums>

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

We serve many NBA, NCAA, MLB, NHL, NFL, and minor league stadiums across the country, including the Atlanta Braves, Detroit Red Wings, Chicago Cubs, and many more.

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

Cisco-Digital Signage, ViTec-Digital Signage, TriplePlay-Digital Signage, ANC-LED Systems, N3rdST Gamers -Esports, MachineQ -IoT

# COMMSCOPE®

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## SEAT BUYER'S GUIDE

**Company Name:**

CommScope

**Description of your company:**

"Connecting You to the Future

CommScope is at the forefront of shaping infrastructure, products and solutions that enhance people's lives. We make communication faster, easier and more efficient for today's always-on world. We exist to enable and improve the way we learn, work and live, constantly challenging what's available now and thinking beyond to meet the needs of what's next."

**Company service offerings:**

Services:

- 5G/Mobile
- Data Center
- Enterprise Networks
- Fixed Access Networks
- In-home Service Delivery · Large Venues · Managed Network · Professional Services
- Video Processing

**Point of Contact Name / Contact information:**

Thierry Chau - [thierry.chau@commscope.com](mailto:thierry.chau@commscope.com)

**Website/URL:**

<https://www.commscope.com/solutions/large-venues/>

**Corporate HQ Address:**

1100 CommScope Place SE Hickory, NC 28602 USA

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

Daytona International Speedway, USS Midway Museum, Los Angeles Football Club, Sacramento Kings' Golden 1 Center, RoughRiders Minor League Baseball Club, Copenhagen's Bella Convention Center, Latin America's BBVA Bancomer Sports Stadium, Charlotte Knights Ballpark, Carolina Panthers Bank of America Stadium, Consortium Stade de France, etc.



# CONGRUITY | 360

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## SEAT BUYER'S GUIDE

**Company Name:**

Congruity360

**Description of your company:**

Congruity360 has been bringing order to data chaos for over 10 years and our expertise spans services, support and technology. Whether you work with us to implement an information governance strategy or unlock a cloud adoption strategy, our solutions bring cost savings, simplicity, and efficiency to your organization – turning your efforts into data points leadership can easily understand.

**Company service offerings:**

Services:

- Post Warranty Hardware Maintenance
- Data Migrations

Technology:

-A comprehensive data governance solution, Classify360 enables enterprise organizations to easily identify, classify, and take action on their data in a fraction of the time to reduce storage costs and achieve compliance. Classify360 introduces real-time content level classification across the enterprise to enable compliance workflows and accelerate stalled cloud adoption by removing data risk and cost objections.

**Point of Contact Name / Contact information:**

Mark Shirman [mshirman@congruity360.com](mailto:mshirman@congruity360.com)

**Website/URL:**

[www.congruity360.com](http://www.congruity360.com)

**Corporate HQ Address:**

93 Longwater Cir, Norwell, MA 02061

# CreativeRealities

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## SEAT BUYER'S GUIDE

**Company Name:**

Creative Realites, Inc [CRI]

**Description of your company:**

We help Clients us the lastest technologies to create better Arena and Stadium experiences and deepen fan engagement

**Company service offerings:**

We're an end to end creative technology and digital integration company that offers turnkey solutions at scale: Content design, custom app development, procurement of hardware, cloud-based CMS software platforms, deployment and Day 2 service and support

**Point of Contact Name / Contact information:**

Scott Werlein | scott.werlein@cri.com | 925-984-9175

**Website/URL:**

www.cri.com

**Corporate HQ Address:**

13100 Magisterial Drive, Suite 100, Louisville KY 40223

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

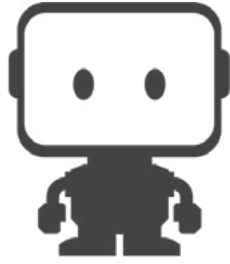
ATT/Dallas Cowboys, OHIO State, KFC YUM Center, Nationals, Milwaukee Bucks, Eagles , Houston Astros, Blackhawks Chicago, Papa Johns Cardinal Stadium

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

Cisco Vision, Vitech, NEC, BrightSign, Nanolumens, LG, Samsung

**Any special offers you would like to offer to the SEAT Community:**

an opportunity for us to lean in, listen and learn about your environment and put forth technology design ideas that can help you more easily manage, streamline, or future proof the experience



# DataRobot

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## SEAT BUYER'S GUIDE

**Company Name:**

DataRobot

**Description of your company:**

DataRobot is the leader in enterprise AI, delivering trusted AI technology and ROI enablement services to global enterprises competing in today's Intelligence Revolution. Its enterprise AI platform maximizes business value by delivering AI at scale and continuously optimizing performance over time.

**Point of Contact Name / Contact information:**

info@datarobot.com

**Website/URL:**

datarobot.com

**Corporate HQ Address:**

225 Franklin St, Floor 13, Boston, MA 02110

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

Philadelphia 76ers



# Extreme<sup>®</sup> networks

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## SEAT BUYER'S GUIDE

**Company Name:**

Extreme Networks

**Description of your company:**

Extreme Networks make connecting simple and easy with effortless networking experiences that enable all of us to advance how we live, work, and share – whatever challenges or requirements organizations face now and moving forward. With a culture of agility, we anticipate the needs of sports venues and their customers as they develop. Utilizing our purposely engineered IT networking solutions for high-density venues and proven deployment methodologies, our dedicated Sports and Public Venues business unit enables sports organizations to accelerate their digital transformation efforts and deliver an immersive fan experience that aligns with their unique goals. Hundreds of leagues, teams, and venues trust our end-to-end, purpose-built IT networking solutions and rely on our top-rated services.

**Company service offerings:**

- Wired and Wireless Connectivity: robust connectivity for all users, devices, and systems – both external (fan-facing) and internal (business). Deliver peak Wi-Fi 6 performance via purposely engineered wireless APs for high-density venues, with flexible mounting options that maintain venue aesthetics. Ensure critical uptime of all back-of-house staff and devices.
- Centralized Management: wired and wireless management and network access control from a single pane of glass. Role-based policies for seamless user and device onboarding, network authentication, and data security.
- Analytics: actionable business and marketing intelligence surrounding application, device, and user engagement trends; detailed understanding of mobile behaviors and preferences.
- Converged Networking: strong wired switching backbone to support today's heightened bandwidth requirements. Agile, resilient, and secure infrastructure to connect all essential connected IP systems: digital signage, surveillance systems, CCTV, HVAC, and more.

**Point of Contact Name / Contact information:** John Brams / [jbrams@extremenetworks.com](mailto:jbrams@extremenetworks.com)

**Website/URL:** <https://www.extremenetworks.com/solution/sports-public-venues/>

**Corporate HQ Address:** 700 Meadow Lane North, Minneapolis, MN 55422

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

Extreme Networks partners with professional sports, collegiate athletics, racing and other entertainment organizations to advance their specific business and technology needs with our purpose-built IT network solutions. Extreme is the Official Wi-Fi Solutions Provider of the NFL, providing Wi-Fi or Wi-Fi analytics to 25 of the 28 NFL stadiums, as well as the previous 7 Super Bowls. In addition, we work with several professional teams and their venues within NBA, NHL, MLS, and professional racing. Finally, we work with a number of NCAA Division I college venues, including University of Southern California/The Coliseum, University of Florida/Ben Hill Griffin Stadium, Baylor University/McLane Stadium and Ferrell Center, and University of Pittsburgh/Petersen Events Center, among others. Contact our team to learn more about our customers, and the details of these partnerships.

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

SocialSign.in, TradableBits, TriplePlay, Venuetize





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## SEAT BUYER'S GUIDE

**Company Name:**

Mortenson

**Description of your company:**

Founded in 1954, Mortenson is a U.S.-based, family-owned construction company. On game day, when fans are cheering and players are full of excitement, the purpose of your venue is realized. Our team of sports and entertainment construction experts share your passion for premiere sports facilities. Our goal is to ensure that building your next sports facility is as rewarding as game day.

**Company service offerings:**

Mortenson provides a complete range of construction services, including program management, design phase, construction management, design-build, and turn-key development. Our digital integration experts help customers evaluate, select, install and leverage technology, including DAS, Wi-Fi and converged networks. Mortenson's services will ultimately create a superior fan, guest and employee experience that will enable profitable operations for the life of your venue.

**Point of Contact Name / Contact information:**

Jason Jennings - Director of Strategy - Jason.Jennings@mortenson.com - 763-287-3457

**Website/URL:**

<https://www.mortenson.com/sports>

**Corporate HQ Address:**

700 Meadow Lane North, Minneapolis, MN 55422

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

Ranked as a top three sports builder by Engineering News-Record for the past 10 years, Mortenson has several notable professional sports facilities recently completed or underway including Allianz Field (MLS Minnesota United FC), Chase Center (NBA Golden State Warriors), Allegiant Stadium (NFL Las Vegas Raiders) and U.S. Bank Stadium (NFL Minnesota Vikings).



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## SEAT BUYER'S GUIDE

**Company Name:**

Planar

**Description of your company:**

Planar is a global leader in display and digital signage technology, providing solutions for the world's most demanding applications with the highest performance requirements. Planar's digital display solutions are extensive, with features including high brightness, weather-proof housings, redundant power supplies and protective coatings for ruggedized surfaces. Planar products are designed for public venues and can withstand the demands of these environments. From menu boards in the concession areas to center-hung scoreboards, Planar's solutions rise to the occasion. Many of Planar's display solutions designed for sporting venues feature a thin profile, which comply with ADA standards, eliminating the need for additional mount structures or costly insets. Whatever your needs are, Planar's range of digital displays solutions are here to help you win!

**Website/URL:**

<https://www.planar.com/>

**Corporate HQ Address:**

1195 NE Compton Drive, Hillsboro, OR 97006, United States

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

Wichita Wind Surge, Philadelphia Union, Texas Christian University, Louisiana State University, Providence Park, University of Portland, Bahamas Bowl, University of Kentucky, Chicago Cubs, Veterans Memorial Coliseum, Minnesota Vikings, Oklahoma City Thunder Chesapeake Energy Arena, University of Oregon, University of Michigan, Raymond James Stadium, Portland Trailblazers, China Open, Shenzhen Bao'an Stadium, Shanghai World Longines World Championship Tour

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

Lighthouse Technologies



## SEAT BUYER'S GUIDE

**Company Name:**

Planet Technologies

**Description of your company:**

Launched in 1998, Planet Technologies is recognized as the leading provider of Microsoft consulting services across the United States. With a strong presence in the public sector, Planet also supports education, health and commercial organizations. We are in the business of trust and most of our clients are repeat customers - our greatest achievement. Planet has been awarded Microsoft Cloud Partner of the Year, Security Partner of the Year, Federal Partner of the Year, State and Local Government Partner of the Year, and Windows Partner of the Year. With 14 Microsoft Gold Competencies, there are very few partners in the world that can claim equivalent expertise and industry knowledge.

**Company service offerings:**

Microsoft Office 365 expertise, Microsoft analytics, Microsoft cloud transformation solutions, application modernization, Microsoft cyber security services, virtualization, Learning and Workforce transformation training platforms

**Point of Contact Name / Contact information:**

Steve Winter, Vice President, SLG and Education and Eastern Us Business [swinter@go-planet.com](mailto:swinter@go-planet.com)

**Website/URL:**

[www.go-planet.com](http://www.go-planet.com)

**Corporate HQ Address:**

20400 Observation Dr #107 Germantown, MD 20876

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

US Department of Defense, United States Military Academy (West Point), University of Virginia, University of Tennessee, St. John's College, Hershey's, State of Oklahoma, State of Washington



## SEAT BUYER'S GUIDE

**Company Name:**

PTI

**Description of your company:**

Digital Agency, consulting on media sales, data insight and technology within sports and entertainment.

**Company service offerings:**

- Digital & Media: Activating Digital Media, Delivering Fan Engagement
- Venue Tech: Activating Smart Venues, Driving Technical Insight
- Advertisers & Sponsors: High Impact Brand Activation, Delivering Targeted Audiences

**Point of Contact Name / Contact information:**

Ysabella Alvarez | ysabella.alvarez@ptismartervenues.com | +447786953904

**Website/URL:**

[www.ptismartervenues.com](http://www.ptismartervenues.com)

**Corporate HQ Address:**

Ashton Gate Stadium, Ashton Road, Bristol BS3 2EJ

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

- 40% of Premier League
- 49% of the 92 professional clubs in England
- 70+ Clubs and Venues

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

- Rover
- Turnstile
- 3DDV
- ITEC
- Snack Media



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## SEAT BUYER'S GUIDE

**Company Name:**

RFIP, Inc

**Description of your company:**

RFIP's mission is to build the best networks in the world. Our executive and senior engineering staff possess more than 200-years of combined experience in multi-infrastructure disciplines. Keeping our finger on the pulse of emerging technologies and industry trends, RFIP is a unique, niche company that can design and build any network solution: wired or wireless. Our iterative design methodology combined with a high standard of excellence is the trademark of RFIP. A strong focus on establishing and maintaining lasting customer relationships allows us to be vendor agnostic and customer centric ensuring you get the best performing network for your money.

**Company service offerings:**

We connect the dots. RFIP solutions bring together Wi-Fi, DAS, CBRS, core switching and security, XG-PON, IoT, IPTV, and IP telephony into a seamless connectivity experience. Whether a new install, full replacement, or a bolt-on network overlay requiring rapid deployment, RFIP is fully equipped to bring your vision online.

**Point of Contact Name / Contact information:**

Susan Nixon - (405) 639-8475 - snixon@rfip.com

**Website/URL:**

[www.rfip.com](http://www.rfip.com)

**Corporate HQ Address:**

7720 N Robinson Ave, Ste B3  
Oklahoma City, Oklahoma 73116

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

40+ College Football Stadiums, MLS Stadiums, College Basketball Arenas, Convention and Performance Centers, and Mixed-Use Developments

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

CommScope/Ruckus, Aruba, Corning, Cisco, JMA, Vitec, Juniper, Extreme, Fortinet, and Cambium



## SEAT BUYER'S GUIDE

**Company Name:**

Stellar Algo

**Company service offerings:**

Our powerful and advanced Customer Data Platform consolidates fan data for sports organizations, and utilizes machine learning and predictive technology, to reveal critical insights into your fan base and their motivations. We seamlessly align this platform to fit with team infrastructure, to deliver an intuitive platform for staff to integrate, enrich, segment and measure all their fan data. This lets teams automate and accelerate manual processes and drive true conversion.

**Point of Contact Name / Contact information:**

Dan Fergusson / [dfergusson@stellaralgo.com](mailto:dfergusson@stellaralgo.com)

**Website/URL:**

[www.rfip.com](http://www.rfip.com)

**Corporate HQ Address:**

Suite 200 - 908, 17 Ave SW, Calgary, AB, Canada

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

Over 50 major league and minor league sports organizations as well as major tennis and live audience events in North America trust our Customer Data Platform to help them better understand their fans and activate on their fan data. The result is growth in an organization's fan universe, increased revenue via new sales and retention of current fans, and better conversion on marketing efforts.

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

We integrate with the leading tech systems used by today's sports and entertainment organizations including, but not limited to: Ticketing platforms: Ticketmaster (certified Nexus partner), AXS, Tickets.Com, Active Network, and various other ticketing systems; E-mail marketing platforms: Eloqua, MailChimp, Salesforce Marketing Cloud (certified integration partner), HubSpot;

Surveys & Contesting: FanCompass, SurveyGizmo, SurveyMonkey, and Formstack;

CRM: Salesforce, HubSpot, Microsoft Dynamics CRM;

Data Warehousing: KORE, SSB, MLB Wheelhouse, and internal data warehouses;

E-Commerce/Food & Beverage: Venutize, VenueNext, Shopify, and Shopify P



# tradable bits

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## SEAT BUYER'S GUIDE

**Company Name:**

Tradable Bits

**Description of your company:**

Tradable Bits is the leading fan marketing platform for music and sports. From online to offline, the Tradable Bits platform tracks, personalizes and optimizes every step of the fan journey. Want cutting-edge fan activations, hyper-targeted marketing automation and seamless fan data integrations - all on one platform? Contact Tradable Bits.

**Company service offerings:**

Acquisition:

- Engagement Campaigns (30+ templates)
- Stream User-Generated Content Aggregator
- Social Login plugin for every major network

Insights:

- Fan CRM with 5-star fan algorithm
- Fan Affinity Analysis with Related Artist algorithm
- Trackers for cross-network attribution
- Tickets Analysis integrated with every major ticket platform

Activation:

- Digital Ads automation for every major network
- Email Marketing integrations with every major provider
- WiFi portals for stadiums and venues
- On-site "Fan Tower" for sponsorship activations

**Point of Contact Name / Contact information:**

Lenny Goh - VP of Business Development - 604.839.0342 lenny@tradablebits.com

**Website/URL:**

tradablebits.com

**Corporate HQ Address:**

228 W 7th Ave, Vancouver, BC V5Y1M1 Canada

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

Maple Leaf Sports & Entertainment, Portland Trail Blazers, Pegula Sports & Entertainment, Legends Hospitality, AFL, NASCAR & International Speedway Corporation, University of Florida, University of Alabama,

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

Ticketmaster, Frontgate Tickets, Eloqua, Salesforce, Microsoft Dynamics, Tableau, IBM



## SEAT BUYER'S GUIDE

**Company Name:**

Tripleplay

**Description of your company:**

Tripleplay is a world leading provider of digital signage and IPTV solutions to the sports industry.

**Company service offerings:**

- Fully integrated digital signage & IPTV
- Low Latency encoder technology for live video streaming across a venue
- Comprehensive Content management Solution, to allow easy delivery of content inside a sports venue or arena
- Interactive IPTV portal technology for executive areas and suites
- Digital Menu Board delivery
- EPOS integration for up-to-date pricing information
- 2000+ endpoint support on a single server
- Alarm system integration for directional messaging in case of emergency

**Website/URL:**

<https://www.tripleplay.tv/solutions/sports-arena/>

**Corporate HQ Address:**

1320 North Semoran Blvd, Suite 105, Orlando FL 32807, United States

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

Daytona International Speedway, MetLife Stadium, New Jersey, Amalie Arena, Rogers Centre, Toronto, Tropicana Fields, Baxter Arena, Omaha, Miami Marlins, Phoenix Raceway, Portland Timbers Stadium, Red Bulls Stadium

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

- LG
- Samsung
- BrightSign
- HP
- Extreme Networks





# VENUENEXT

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## SEAT BUYER'S GUIDE

**Company Name:**

VenueNext

**Description of your company:**

VenueNext is a leader in mobile commerce technology, with their software utilized across a number of industries – from sports stadiums and arenas, to universities, hospitals, and corporate campuses, to the largest theme parks in the world. VenueNext specializes in bringing commerce options to venues focusing on a seamless experience for both venue operators and guests.

**Company service offerings:**

We work with sports and entertainment venues to sell Food & Beverage, Merchandise and Marketplace Experiences based on what makes the most sense for our customers, by offering mobile apps, SDKs, web based ordering, Point Of Sale and kiosks. For our mobile solutions (apps, SDKs, we-based ordering) Food & Beverage and Merchandise can be executed via delivery, express pickup or QuickPay. Additionally, our Mobile Wallet is offered in our native mobile apps and SDK allowing fans to leverage member discounts, Virtual Currency, ApplePay or a stored credit card in a single transaction.

**Point of Contact Name / Contact information:**

Cailen Wachob, EVP Sales, Retention, Marketing & Operations - Cailen@venueNext.com

**Website/URL:**

VenueNext.com / OrderNext.com

**Corporate HQ Address:**

4949 Marie P. DeBartolo Way, Santa Clara, CA 95054

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

San Francisco 49ers, Orlando Magic, Utah Jazz, Levi's Stadium, Yankee Stadium, University of Florida Gators, Levy Restaurants, Feld Entertainment, Sporting KC, T Mobile Arena

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

Ticketmaster, Adept, YinzCam, MapsPeople



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## SEAT BUYER'S GUIDE

**Company Name:**

Vitec

**Description of your company:**

VITEC is a worldwide leader in end-to-end video streaming, with solutions for broadcast, enterprise, government, military, and large-scale sports & entertainment venues that are tailored to each customer's unique workflow. At the core of every VITEC solution is a commitment to offer products with the lowest latency and most robust IPTV and digital signage capability on the market.

**Company service offerings:**

- Unified platform, securely manages IPTV channels, in-house feeds, display end-points, event schedules and digital signage campaigns
- Cutting-edge fan experience with pristine HD/4K video and low latency streaming technology that delivers content to any display in less than 500ms
- 100% hardware-based decoder end-points for low latency streaming and eye-catching digital signs at a fraction of the price with no recurring IPTV seat license fees or recurring digital signage end-point licenses fees

**Point of Contact Name / Contact information:**

Hamish Macmillan (Hamish.macmillan@vitec.com)

**Website/URL:**

[www.vitec.com](http://www.vitec.com)

**Corporate HQ Address:**

2200 Century Parkway NE, STE 900, Atlanta, GA 30345

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

Buffalo Bills, Denver Broncos, Green Bay Packers, Minnesota Vikings, New Orleans Saints, Pro Football Hall of Fame, Atlanta Hawks, Detroit Pistons, Golden State Warriors, LA Lakers, New Orleans Pelicans, Orlando Magic, Sacramento Kings, Utah Jazz, MLB Headquarters & MLB.com; Houston Astros / Washington Nationals, Kansas City Royals, Texas Rangers, Minnesota United, Anaheim Ducks, USTA, LSU Tigers, Northwestern Wildcats, Notre Dame Fighting Irish, UCLA Bruins, USC Trojans, WVU Mountaineers, Alamodome; Cure Insurance Arena.

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

Appetize, Daktronics, HP / Aruba, Stats.com, Venuetize, WaitTime



# wasabi<sup>®</sup>

hot cloud storage

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## SEAT BUYER'S GUIDE

**Company Name:**

Wasabi Technologies

**Description of your company:**

Wasabi is the hot cloud storage company delivering disruptive storage technology that is 1/5th the price of Amazon S3 and faster than the competition with no fees for egress or API requests. Unlike first generation cloud vendors, Wasabi focuses solely on providing the world's best cloud storage platform. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is on a mission to commoditize the storage industry. Wasabi is a privately held company based in Boston, MA.

**Company service offerings:**

Wasabi is a public cloud object storage service that is that is 1/5th the price of Amazon S3 and faster than the competition with no fees for egress or API requests. Wasabi provides 11 x 9s of data durability, high system availability, and support for immutable storage buckets. Wasabi is fully compatible with the Amazon S3 API with support for hundreds of S3-compatible storage applications and has been certified for compliance with enterprise security and privacy standards.

**Point of Contact Name / Contact information:**

Michael Welts - mwelts@wasabi.com - 603-498-3371

**Website/URL:**

[www.wasabi.com](http://www.wasabi.com)

**Corporate HQ Address:**

2200 Century Parkway NE, STE 900, Atlanta, GA 30345

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

Penn State, The University of Arizona, Berklee College of Music, Catawba, Howard Stern Show, Kim Komando.

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

Primestream, Marquis, GrayMeta, Scalar, XenData, Reach Engine, Archiware, Acembly

# SEAT BUYER'S GUIDE

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**Company Name:**

The Weather Company, an IBM Business

**Description of your company:**

The Weather Company, an IBM Business, understands that weather can wreak havoc on operations and the fan experience at outdoor sports and entertainment events costing millions of dollars. Our entertainment-specific solutions can actually help you use weather to your advantage and send out customized mobile videos to assist and alert workers and fans as well as to increase fan engagement and revenue.

**Company service offerings:****- Operations Dashboard:**

Gain visibility into the times during which weather-related activities may affect your operations and alert your customers and workers, so they can take the appropriate actions, like finding the nearest enclosed area before a thunderstorm. Use this advanced weather monitoring and alerting dashboard to make better, faster decisions based on the world's most accurate forecasts to increase efficiency.

**- Max Engage:**

Engage your audience across platforms by setting specific weather and traffic triggers to automatically create and distribute push alerts and video content using one interface to target impacted users.

**- Video Highlights:**

Automate the creation of highlight clips, creating more personalized highlights while leveraging AI-driven descriptive metadata. The solution includes highlight creation, packaging and automatically ranking highlights, and speeding up production workflows by giving access to exciting moments.

**- Watson Captioning:**

Caption live content with confidence, powered by Watson AI. This cloud-based, real-time closed captioning solution is easily trainable, using market-specific terminology and industry-leading machine learning technology to continuously improve caption accuracy over time, while providing an invaluable public service to all viewers including the deaf communities.

**Point of Contact Name / Contact information:**

Therese DeMatteo - Marketing Leader - 917-318-8488 (Mobile) - therese.dematteo@us.ibm.com

Gates Killian - Marketing - 704-201-7126 (Mobile) - gates.killian@ibm.com

**Website/URL:**

[ibm.com/weather/industries/entertainment](http://ibm.com/weather/industries/entertainment)

**Corporate HQ Address:**

1001 Summit Boulevard, Brookhaven, GA 30319-6408 USA

**Teams, clubs, leagues, entertainment organizations, colleges, venues that use your services:**

IMG Live, NASCAR, Red Bull Racing, and Chevy Racing.

**Tech partners that you work with to provide solutions to the sport & entertainment industry:**

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