2010 Maloof Money Cup - I.C.G. Brings Together an Interactive Community

Client Summary:

The Maloof Money Cup is a premier showcase for professional skateboarding. The event was founded by Joe Maloof, owner of the NBA's Sacramento Kings and the Palms Hotel and Casino in Las Vegas. An annual festival focusing on the excitement and energy of skateboarding is the largest purse in the history of professional skateboarding with over $450,000 in prize money, while setting the benchmark at each prize level.

The 2010 Maloof Money Cup includes two professional United States Championship competitions in Queens, NY and Costa Mesa, CA. The event includes an interactive festival featuring action sport retailers and skateboarding activities. While fans will have a chance to enjoy the highest level of professional skateboarding in the specially-constructed stadium within each venue, they will have their own chance to get into the action by taking part in the US Amateur Championship and/or the youth skateboarding camp. Over 40,000 square feet of space will be filled with action sports retailers and manufacturers, featuring interactive games and skating skill activities for fans of all ages. Everyone who comes through the events will have a chance to win various prizes, including a brand new vehicle.

"This is an event for the entire family," says Maloof, whose family was recently ranked as one of the 100 most influential people in the World of Sports by Business Week. "Skateboarding and action sports have become a lifestyle with a unique and popular style of clothing, music, and technology."

Project Objectives:

Internet Connectivity Group, Inc. (I.C.G.), the leading developer and operator of wireless interactive digital media solutions for sports entertainment venues, was selected to deploy solutions in this year's Maloof Money Cup Finals. I.C.G. installed ICMedia™ solutions in two of its premier venues (*Queens, NY and Costa Mesa, CA*) bringing fans closer to the action and providing exciting new sports and entertainment experiences. Tim McFerran (V.P., Maloof Money Cup) consulted with I.C.G. on innovation and technology developments for strategic impact for this year and future Maloof Money Cup events.

The overall business goal was to implement leading technologies that enable MMC to streamline event-day operations, giving the organization the ability to change from one event to the next, introduce new revenue-generating services, creating significant cost savings and efficiencies and deliver new, interactive fan experiences through innovative technologies.

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Solution Deployment:

I.C.G. looked to address these objectives by incorporating their wireless interactive digital media infrastructure along with ICMedia's™ content and content management software. The installation involved the most technological advanced arena ever constructed offering fans access to visually engaging applications (*ICstream™, ICtweedia™, and ICview™*). With

three Jumbotrons placed front and center of the skating arena and Festival Village, fans were offered unprecedented access to their favorite competitor performances, both inside and outside. Dozens of high definition LCDs were mounted throughout the venue displaying a streaming feed of the competition over WiFi captured by cameras, over laid with sponsor images (*I.C.G., Vans, Oakley, Skullcandy, Volcom, Monster, and many more*) providing sponsors with constant and continued exposure. Remaining screens displayed tweets, competitor stats, and photo streams in real-time.

Fans were easily able to send tweets, text, and photos utilizing the web and handheld devices combined with social networking applications. Tweets are sent to **@MaloofMoneyCup** and photos to **MMC@ICview.net** where ICMedia's™ content servers capture the message, filter the message, repackage it for display, and send it to the MobileMedia System™/ViFi Adapter® for immediate viewing.

I.C.G.'s Interactive Social Networking applications enable the Maloof organization to access core marketing data that provide the tools necessary to obtain real-time market trends. Each time fans engage with I.C.G.'s social networking applications. I.C.G. captures User ID Profile information (*email address, phone numbers, Twitter/Facebook account, etc.*) for marketing purposes, which then can be accessed via the ICMedia™ web application anytime, anywhere building captive communities with their fans, patrons, customers, and others.

The I.C.G. MobileMedia System™ and ViFi Adapter® function in tandem to enable network connectivity and remote control of the displays. ICMedia ™ CampaignManager content management software and the ICtweedia™ application interact with social networking applications to capture fans Tweets and photos on a real-time basis for display on-site. Operating wirelessly, the I.C.G. solution connects to the internet through its ICNet™ wireless broadband service, which simplified positioning, installation, and alleviated the need for any external connectivity, service or wiring. The wireless transmission of content from the MobileMedia System™ to the ViFi Adapter® is done via 802.11n protocol that features Proco Solutions® Technology to compress, encode, and encrypt the content, maximizing its visual quality and minimizing chances of any electrical or radio "noise" interference.

Solution Summary:

The Maloof organization was able to provide fans with a next-generation venue experience incorporating wireless video and social networking applications into one seamless network. This allows venue operators to deliver unique services required at each location, as well as better manage and streamline operations in ways that makes events more efficient, flexible, and secure over the long term. I.C.G. delivers a unique solution to provide patrons and fans the latest in digital display and social media interaction, while providing the Maloof organization access to real-time customer information increasing patron reach possibilities.

For more information about I.C.G.'s Wireless Digital Media deployment, please contact:
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