



Promote Fan involvement  
Increase Sponsorship revenue  
Improve Real-time broadcasts

# America's Favorite Sports

## A new twist for America's favorite sports

Today and everyday, professional and collegiate sports need new ways to keep team officials informed and fans coming back—strong teams, exciting playoffs, popular players, and good-natured rivalries. These are the flagships of any successful franchise. Individual teams seek additional means to entice fans to attend their games, watch their television broadcasts and visit their Web sites. Local promotions, giveaways, player appearances, and sponsorship involvement are only a few.

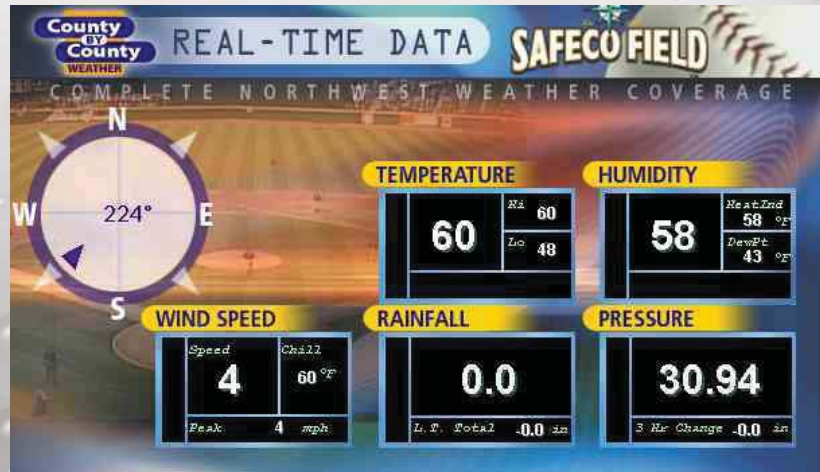
So how can you build on these? There are many types of fans: the hardcore fanatic (who can quote the player on third base in the ninth inning of the '79 World Series), the corporate business-person entertaining clients, or the casual fan out with the family.

They are all out looking for a few hours of live sports entertainment and excitement in the ambiance of a professional stadium, collegiate park or on a PGA course. Add StadiumWeather™ to your repertoire and build real-time, on-field conditions into that experience and make an immediate return on investment (ROI) along the way.

## How does it work?

StadiumWeather provides your stadium, arena or course with a system that combines equipment, hardware, software, complete installation and technical support. The system collects, displays and transmits real-time meteorological data from a group of sensor devices. The system may include a national sponsor with a product that has applicability to these conditions and their logo embedded in the graphics.





## What are the Advantages?

### Customizable

The StadiumWeather system is completely customizable for your needs. Create your own custom displays to light up the video board. Show live conditions that affect game strategy and player performance on your Web site. Share data with broadcasters so they can see and feel on-field conditions.

### Revenue Source

StadiumWeather provides additional sponsorship opportunities for your team. Valuable advertisement space is built-in so you can insert additional logos with the real-time data stream. Individual elements can have separate non-competitive sponsors (i.e. "Turf temp", and "Feels like").

### Fan Benefits

Fan involvement and contests add more excitement to the game and give sponsors the ability to create product interest. Hold contests during the game. Guess the wind speed on the field during a punt or field goal attempt. Check the current temperature and see if it's time to order another cold drink. Accumulate statistics on players during variable weather conditions and see who has the highest batting average in winds above 20 mph?

### With StadiumWeather everyone wins.

Now there's something that can benefit team officials, players, fans and your pocketbook. Take a look. We think you'll agree.

For more information please contact us at 407-903-9396.

## For additional information please contact:

Rhonda Copley  
President  
PraxSoft, Inc.  
10335 Orangewood Blvd.  
Orlando, FL 32821  
Phone: 407-903-9970  
E-mail: rhonda@praxsoft.com  
www.praxsoft.com

