GO Beyond LIVE ®

Wireless Fan Networks
Advertiser's Portfolio

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Introduction

Thank you very much for considering the Wireless Fan Network's Go Beyond Live ® as one of your advertising platforms. Go Beyond Live ® (GBL) is a combination of state-of-the-art software and WiFi networks to be installed in various arenas throughout the United States. As such, GBL reaches a demographic unlike any other. Nearly half of our users are from family groups with a household income of greater than $75,000.00. Roughly 60% are male and between the ages of 18 and 50. They are a captive audience that will use the internet.

The Go Beyond Live ® software provides the customer with an enhanced, live event experience. It lets the customer order food, beverages and merchandise for delivery right to their seat. It also provides access to in-house video so they can see alternate views of the event, and instant replays. Additional features such as maps, scoreboard photo post, etc. are also available. Some of the advertising opportunities are **Event Specific** and some are **Non-Event Specific**. Event Specific ads are shown only during a onetime event, like a concert or recurring events like hockey. Non-Event Specific ads run during all events that use the system. Additional information can be found at:

<center>http://www.gobeyondlive.com</center>

<center>Follow Go Beyond Live® on twitter @gobeyondlive</center>

For advertisers, the Go Beyond Live ® software provides multiple opportunities to reach out to this large, dynamic and affluent group of people. The following pages outline these opportunities and how you and your company might take advantage of them.

Splash Page

The splash page is the first page viewed by customers that use the Go Beyond Live ® network. They must agree to the terms and conditions by clicking on one of the buttons on the page. The page currently looks like this:
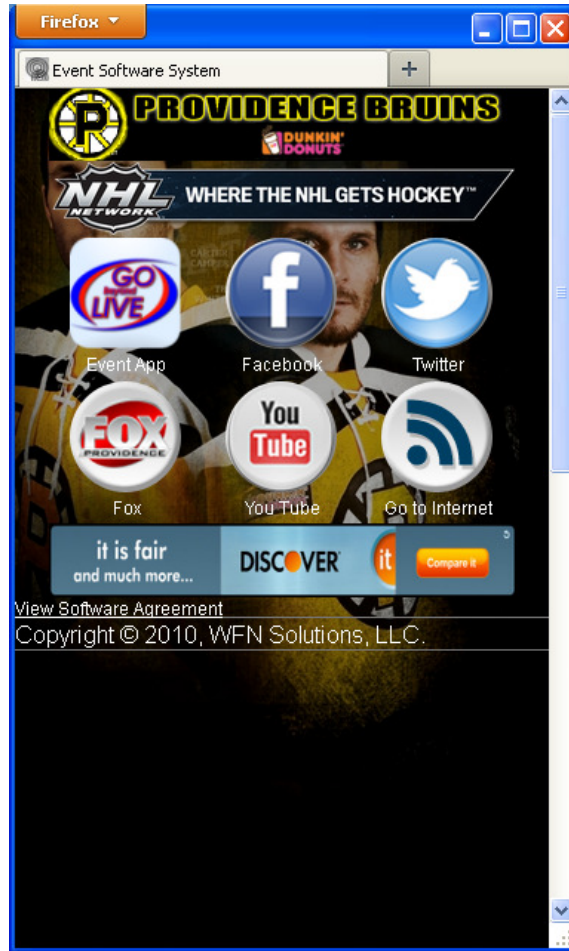
There are currently two ad slots as shown above on the splash page. These ads are 315 pixels by 50 pixels. These ads are event specific. There are also 9 additional splash elements. The Event App and Internet are permanent, but 7 are available for purchase (only four are shown). These may include a click through URL.

Wedge Ads

Wedge ads are short, 5 second ad spots, "wedged" between two pages a customer may navigate through. For instance, if a customer is on the main menu, and wishes to order from the concessions menu, when they make that selection, they see a wedge ad before going on to the concession order menu. **These are event specific**. The series is shown below:
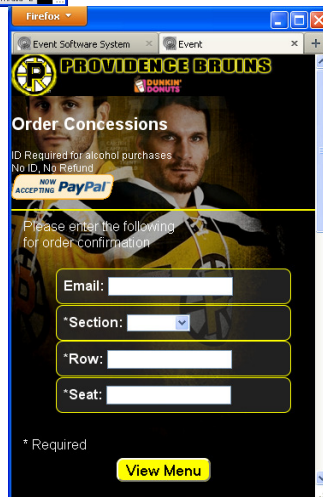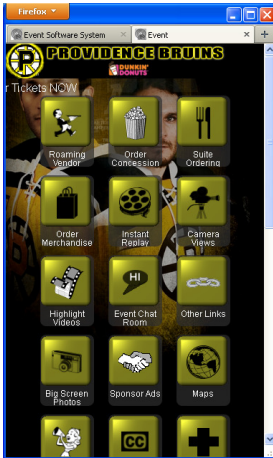
There are 15 wedge ads available. 11 are available directly off the main menu, as shown above. These slots come after:

Roaming Vendor
Order Concessions
Suite Ordering Menu
Order Merchandise
Instant Replays
Camera Views
Highlight Videos
Other Links
Big Screen Photos
Maps
Feedback

Four slots are available at the end of the ordering process. The ordering processes are:

Roaming Vendor
Order Concessions
Suite Ordering Menu
Order Merchandise

Each Wedge Ad is also an active link. If you wish to indicate so on the ad, a customer that clicks anywhere on the ad, while it is displayed, will be taken to the URL of your choice. When possible, these links open in a new page or tab, allowing the customer to easily return to the Go Beyond Live ® Software.

Your ad will always appear in these slots. The software rotates ads among the various slots. This means that very popular slots such as replays and live camera views will equally display all ads.

Wedge ads are 320 pixels by 240 pixels and .jpg format.

Replay Overlays

There are four replay overlay slots. These are 320 pixels wide by 32 pixels high and will appear on each of the 1 min. – 4 min. ago replay slots for each camera. **These are event specific** and run for all events. The replay selection screen looks like this:
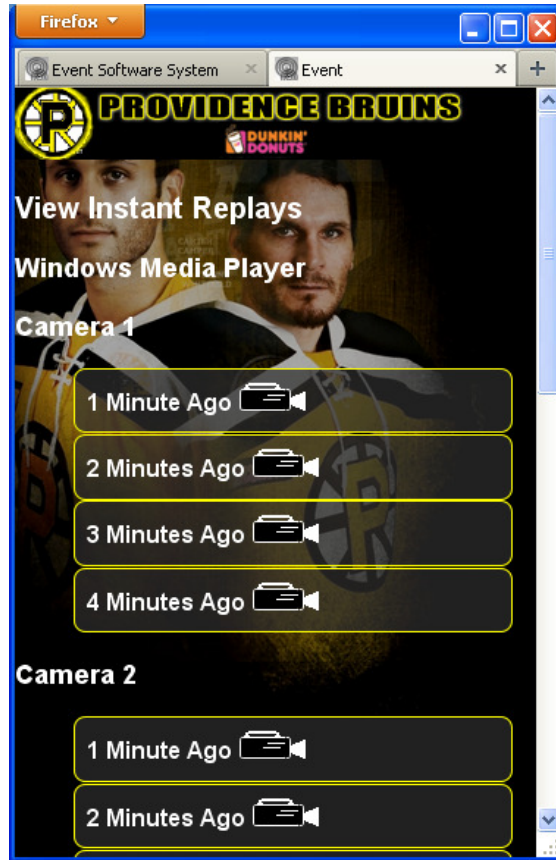
Each of the four ads will appear in one of the four time slots for each camera. The ad stays with the replay, meaning that the ad will migrate through the time slots. By doing this all four ads benefit by being in the 1st time slot every 4 minutes.

The overlays look like this:
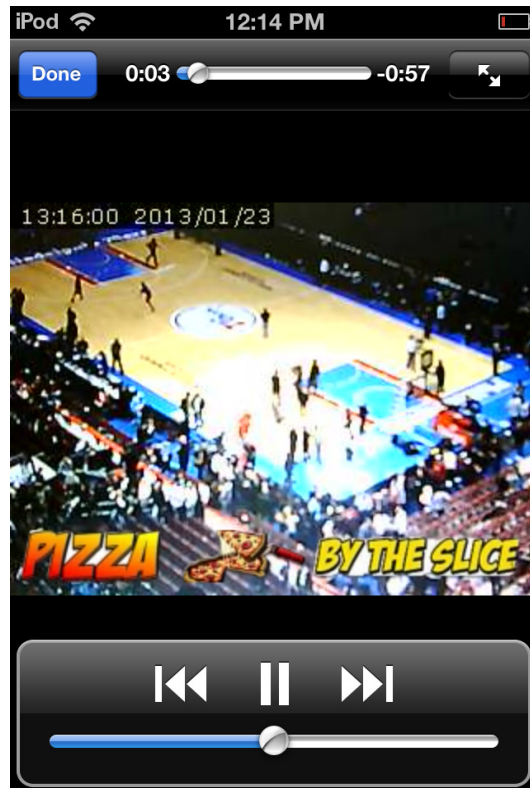
This overlay example uses a transparent background. The image type is .png (portable network graphic) and is available on most image software.

Video Ads

The video ads are an opportunity for sponsors and advertisers to run full video spots, up to approximately 4 minutes, for their products. These ads are selected by the customer, they are not forced. To get the most out of these ads, they must be entertaining. These ads will be watched by the customer during longer breaks in the action. For example customers will view these ads between periods in a hockey game or between quarters of a basketball game. There are four ad slots and one charity slot. **These ads are event specific**. The Sponsor's Ad page looks like this:
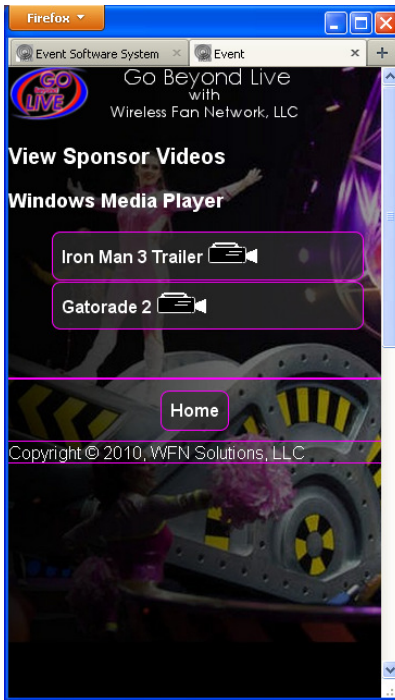

An ad for the Wounded Warrior Project as displayed on an iPod:
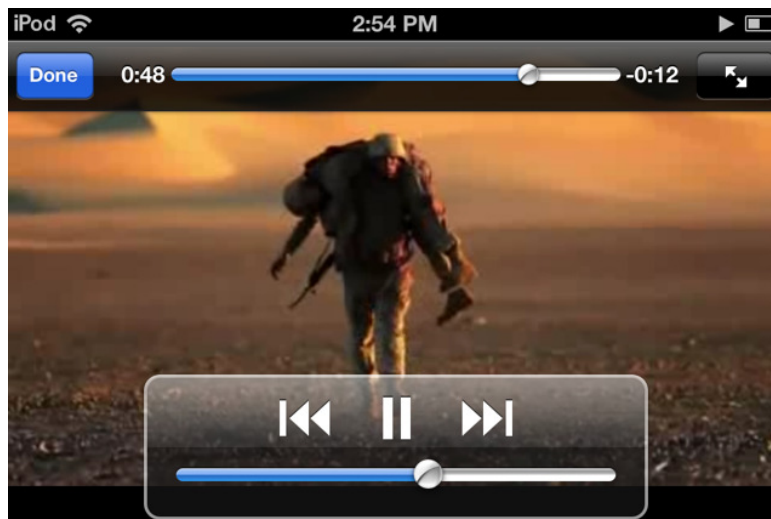
Other Links

The system has a section for other links. This section is used to link to other outside sites. For example, team stats and rosters, but you may purchase a slot here that will provide a link to the URL of your choice. We recommend that the link be designed for mobile devices. **These are event specific** and these links open in a new tab or page when possible. The page looks like this:
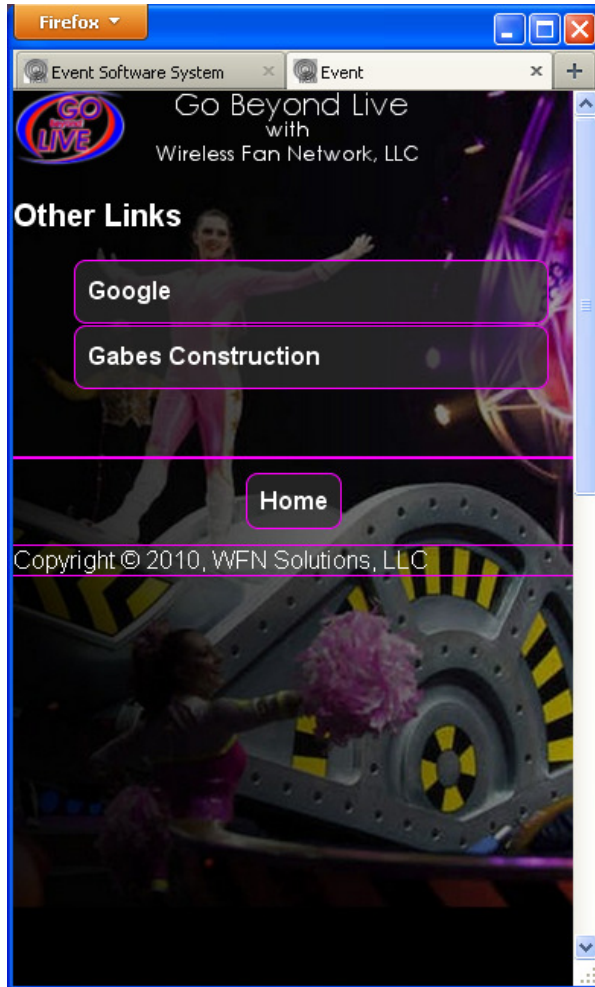
Receipt Message

You company could purchase the message slot at the bottom of the receipt for all orders place through the system:

Map Placement

The system provides venue maps to help customers find their way both inside and outside the venue. Placing your business name on one or more of the area maps is a great way to promote your business, especially if you are open after an event for an "after event party". **These are non-event specific** placements and run for all events. The map page looks like this:
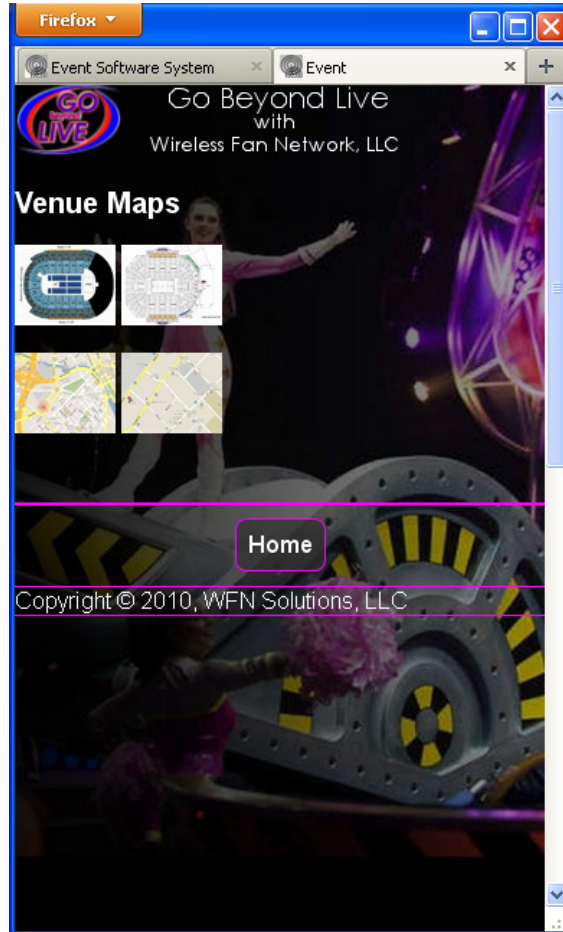
Clicking on a map enlarges it like this:

Current Visitor Statistics

Currently the Go Beyond Live ® system is located in The Dunkin Donut Center in Providence RI. It has only been lightly promoted. But with only light promotion and limited functionality, the system enjoys strong viewings. It can be seen from the graph that the visitor trend is positive and additional promotional efforts will only increase this trend.

Time range: 12/23/2012 03:10:14 - 1/21/2013 14:14:14
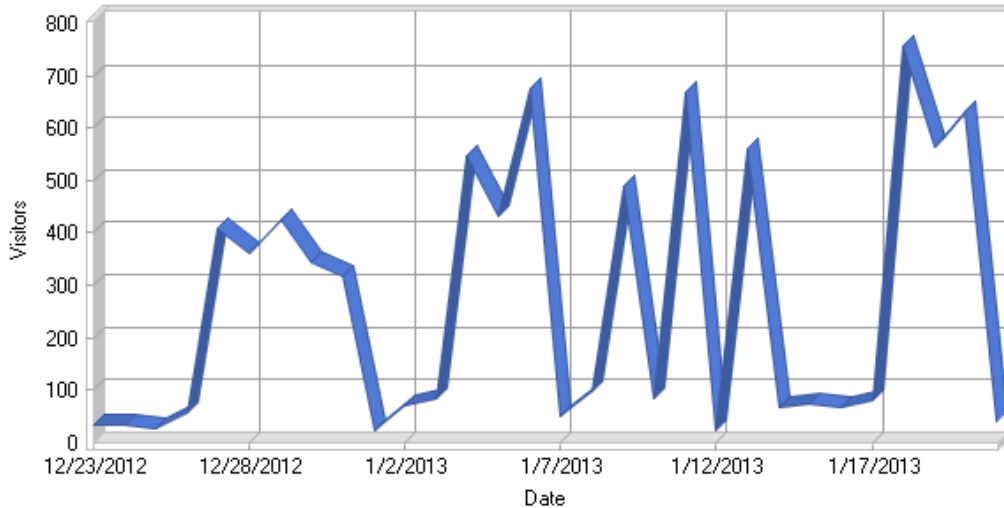
Some numbers from the log files:

Splash page was viewed 9750 times by 6381 unique visitors.

Replays were viewed more that 1047 times by approximately 100 visitors*

Wedge Ads viewed 931 times*

* Because mobile devices aggressively cache image files, it is _probable_ that the actual count for number of views is at least twice the logged number. In 2014 actual count and click thru number became available.

Thank you for taking the time to review the many possible ways the Go Beyond Live ® software can add value to your company or business. For more information please visit us at http://www.wirelessfannetwork.com or to set up a live demo please call (231) 946-4056

Business Card Here

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