



# I PRO 355: Sports Technology for the Fans



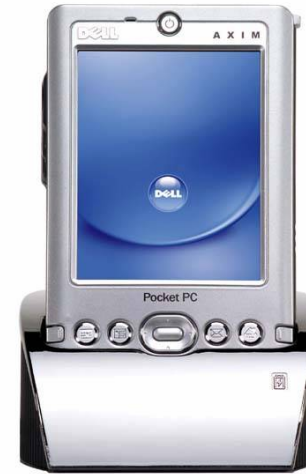
## The Challenge

There have been many advancements made in the area of sports coverage aimed at enhancing the experience of the fans. These include everything from replays and highlights available on television to the internet coverage that now allows people to check news, scores, stats and other information 24 hours a day. When fans fill the hallowed grounds of their favorite teams, many of these luxuries are stripped from them. Our product will deliver all of these features, and more, in a convenient manner while at a stadium. We are also focused on making it much more personalized than traditional methods (like a jumbo-tron). Giving the fans the opportunity to see what they want, when they want to makes them feel in control and makes the experience more exciting for them.

## The Product

Our product will take advantage of a technology already available in the marketplace, the Pocket PC handheld device. The Dell Axim X3i has been identified as a possible Pocket PC to use because it has the power and wireless features we desire. Each device will wirelessly receive information from a centralized server. The fans will have the ability to:

- Watch the game live from one of numerous different cameras setup around the park
- See replays of any play from any of the different cameras
- Listen to the radio broadcast of the game
- View scores and game updates of any out of town games
- View game and player statistics
- Play trivia and other games
- See stadium and team information



## Progress To Date

- Dell Axim X3i with Integrated Wireless has been chosen to use during development and testing
- 802.11b chosen as the wireless solution
- Software Technologies in place that can be used:
  - Real network streaming servers
  - Real Media Player for Microsoft's Pocket PC
- Early market survey
- Developed a business plan
- Initial cash flow charts created

## Path Forward

- Develop a real time working prototype
- Develop software to be used on the Handheld
- Present a business plan and the idea to the White Sox
- Test the software, hardware and interface in a real-world environment

## Market Potential

- Locally: Chicago White Sox totaled 1.9 million in paid attendance in 2003, an average of 24,000 fans per game
- Major league baseball totaled 67 million fans during the 2003 season (not including playoffs) for an average of 28,000 per game
- Based on the preliminary survey, we assume approximately 15% of people would rent this device
- Using this assumption, total rentals for the White Sox would be 285,000 per season, while expansion to all of major league baseball could yield 10 million in total rentals
- Other sports leagues such as NFL, NBA, NHL, NASCAR, and college sports could all be potential markets for the device



## Our Customer

Our customers are the fans who are enthusiastic about electronic gadgetry. These fans will find our device nifty and cool.

## How We Solve The Challenge

To make games more enjoyable for fans, we are developing an interactive handheld wireless device which targets two very profitable markets: gadgets, and sports entertainment. Our device enables spectators at a live game not only to get views from different camera feeds and angles whenever they want, but also obtain statistics that are not usually available at the stadium.



## The Team

- Richard Holbrook – Team Advisor
- Matthew Pearson – Team Leader
- William Prost – Webmaster
- Kalvyn Rasquinha – Secretary
- Graham Nadig
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- Kunal Shah
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