



SCHOOL BROADCAST PROGRAM



THE LARGEST BROADCASTER OF HIGH SCHOOL SPORTS





MANUAL SPORT PRODUCTION



MANUAL PRODUCTION

Live stream events with a laptop, our proprietary software, video capture device and a Wi-Fi connection.

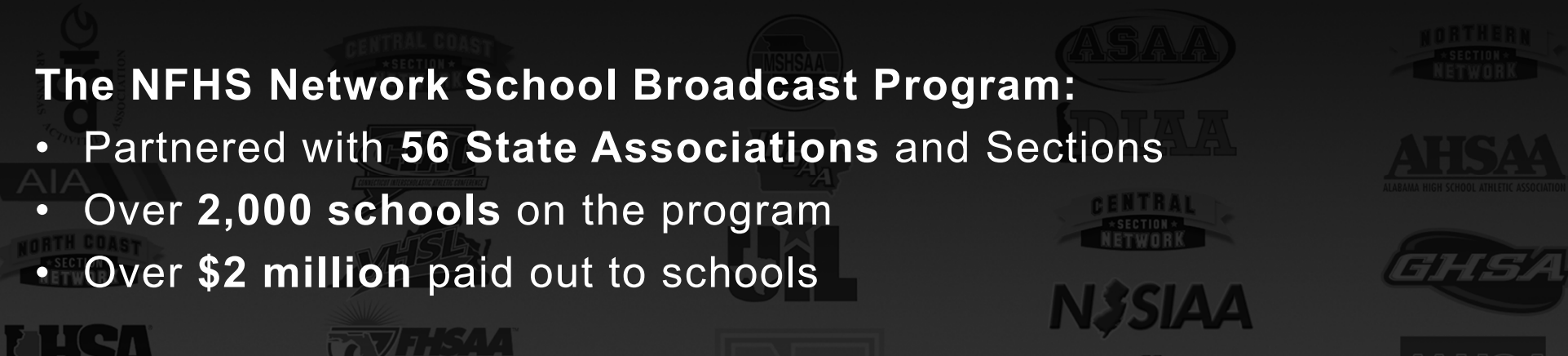
Your School Gets:

- Educational Value for Students
- Individualized page on the network
- Community Engagement
- Fundraising Opportunities
- Support/Training to help you get started



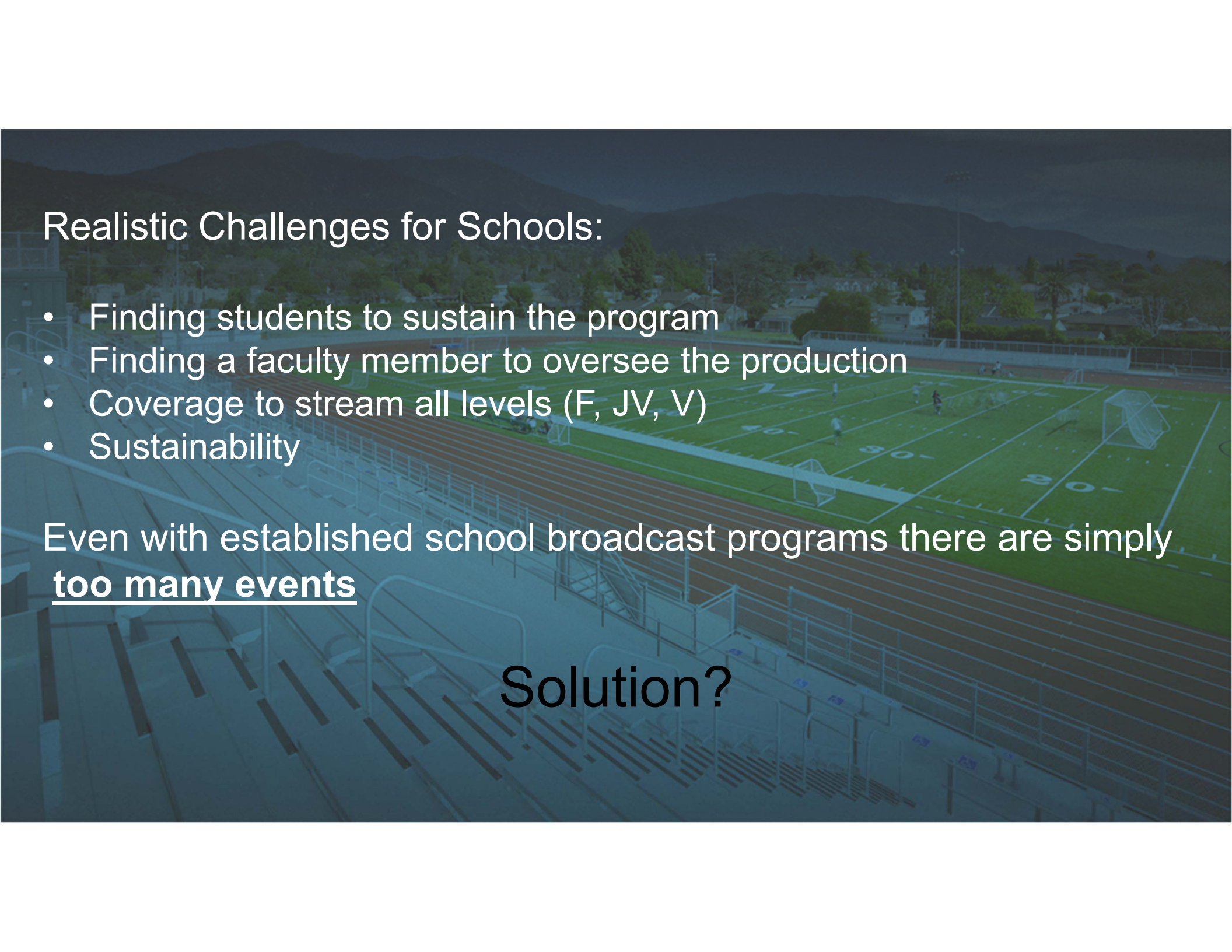
The NFHS Network School Broadcast Program:

- Partnered with **56 State Associations** and Sections
- Over **2,000 schools** on the program
- Over **\$2 million** paid out to schools





Webb School of Knoxville (TN)
Student-Led Broadcast Program



Realistic Challenges for Schools:

- Finding students to sustain the program
- Finding a faculty member to oversee the production
- Coverage to stream all levels (F, JV, V)
- Sustainability

Even with established school broadcast programs there are simply too many events

Solution?



**AUTOMATED
SPORT PRODUCTION**
No People Required



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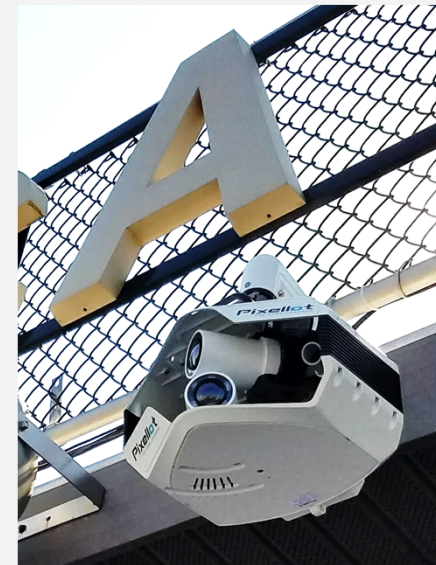
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HARDWARE OVERVIEW

Pixellot is a system designed for automated event production

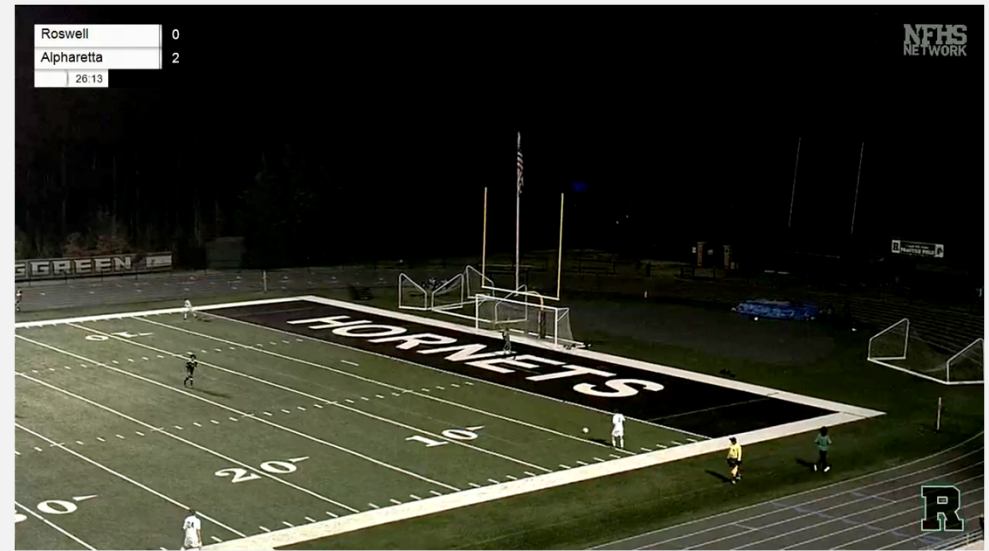
No people required.

- Camera head with multiple weatherproof HD cameras
- Video Processing Computer for integrating the video feeds and creating the automated production
- Device to plug into scoreboard for automated score graphics in the broadcast
- Audio mixer for natural sound and/or announcers

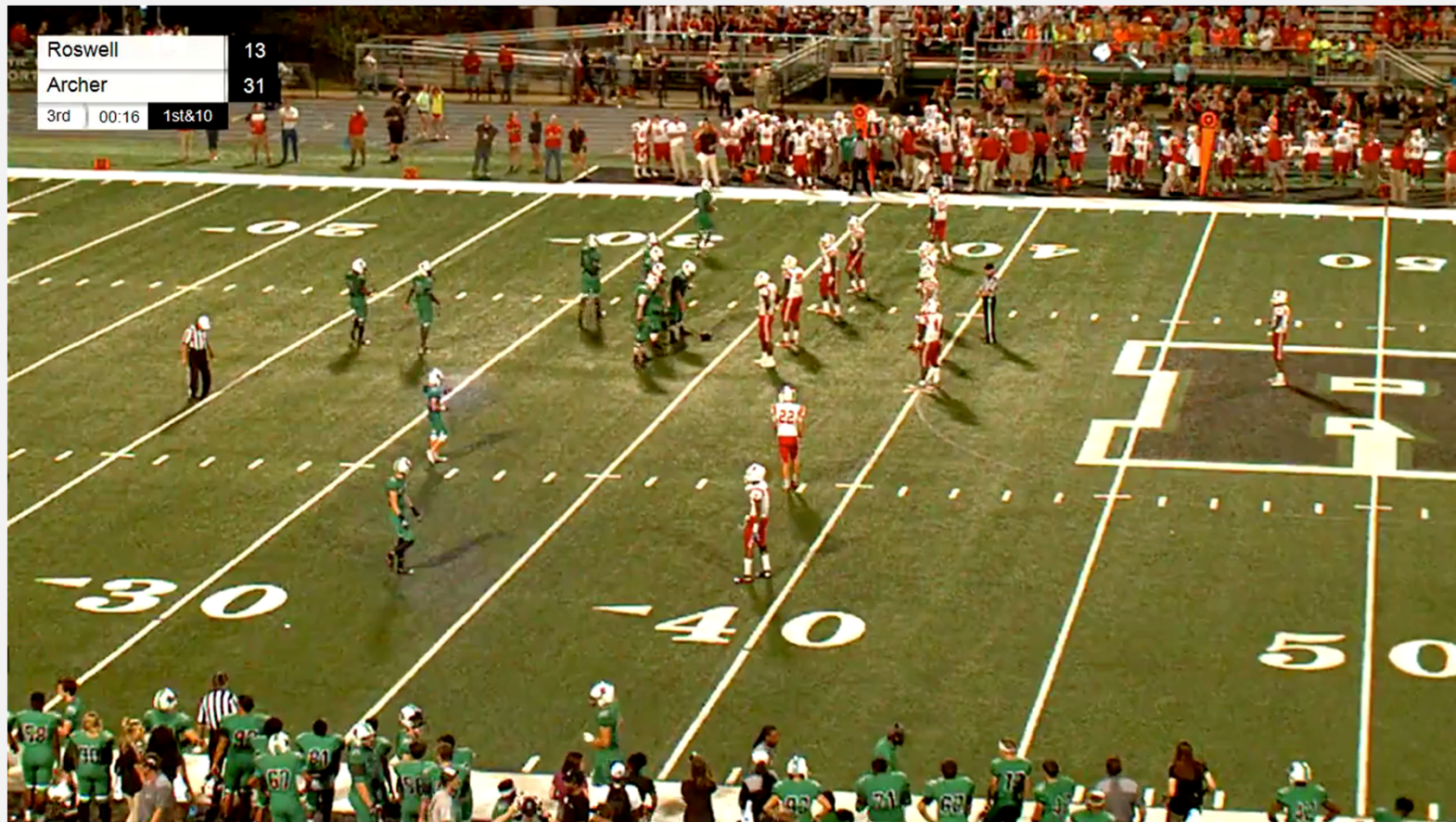


AUTOMATED PRODUCTION

- Auto-tracking feature enables cameras to follow the action
- No camera operator required
- Scoreboard data automatically pulled into broadcast via the scorebug graphic

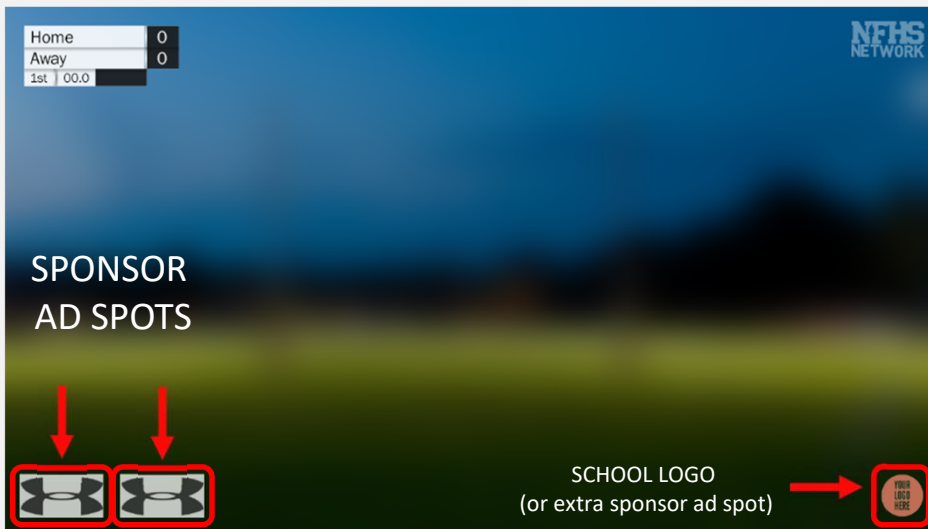


AUTOMATED PRODUCTION



PIXELLOT AD SPOTS

- 3 spots for advertising
 - Change graphics out every athletic season
- Sell sponsor spots to help pay for your Pixellot unit(s)
 - Sponsor receives ad space in every game



Why the Network:

- High School Athletic Streaming is here!
- Great service to provide your community
- Return on Investment
- Educational Value for Students
- Teaching Tool for Coaches
- Integration with Hudl
- Support and Training
- Marketing



FINANCIAL MODEL

- One-time fee for Pixellot System (includes camera, computer, cables, sportzcast device)
1 Unit - \$4950
2 Units - \$9500
- ZERO recurring annual costs
- Installation not included
- School receives revenue share on subscription passes sold

Custom pricing for School District opportunities



THANK YOU!

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