



CrowdWave®

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## **Atlanta Hawks, Atlanta Thrashers and Philips Arena Add CrowdWave Game System to Game Day Entertainment Lineup**

*CrowdWave's interactive game system and "Vision Interactive"™ technology added for the Hawks' and Thrashers' 2010-2011 seasons.*

**ATLANTA, GA/Ottawa, ON, Canada – February 7<sup>th</sup>, 2011.** The NBA's Atlanta Hawks, NHL's Atlanta Thrashers and Philips Arena announced today that they have signed an agreement to bring CrowdWave's interactive game system and "Vision Interactive"™ technology to Philips Arena for the teams' 2010-2011 seasons. CrowdWave's proprietary branded entertainment technology will enable the Hawks and Thrashers to deliver interactive game day entertainment to their fans and provide a distinctive marketing platform to their corporate partners. The unique mass-participation interactive game platform makes it possible for fans to literally get in the game through competitive or cooperative mass play in video games shown on Phillips Arena's center-hung scoreboard.

"Hawks and Thrashers games at Philips Arena are more than just the action on the court and ice, and CrowdWave has become one of the most popular portions of our game day experience," said Tracy White, Senior Vice President of Sales and Marketing, and Chief Sales Officer for the Atlanta Hawks and Atlanta Thrashers. "Our fans have come to look forward to the unique interaction with each other and engagement in the game that this cutting-edge technology provides at our games."

Philips Arena is the first venue in the region to showcase this new technology and fans in attendance experience a completely new level of interaction, controlling video game play, answering a question or making a choice simply by moving their arms.

For Mark Edwards, President of CrowdWave, the goal of the system is a fun combination of interactive game day entertainment and sports sponsorship. "Nothing compares to the experience of going to the game, of seeing it live with nineteen thousand other fans," said Edwards. "CrowdWave builds on that unique live-event experience, getting fans in the game, working together or competing against each other, giving them another strong reason to come to the game. We can also build a sponsor's product and message into that experience from the start, to engage fans with the brand in a way that doesn't take away from the fun, giving the teams a premium source of sponsorship revenue."

### **About CrowdWave**

CrowdWave's game system and Vision Interactive™ technology analyzes the direction, intensity and timing of a crowd's movement, as a whole or section by section, to control on-screen events – to play a game, answer a poll or make a choice. CrowdWave turns every fan into a human controller, enabling them to work together or to compete against each other, providing professional and collegiate sports teams and their sponsors with a powerful opportunity to engage fans interactively. Integrated into the CrowdWave offering is the ability for teams to measure the audience experience from pre-event

through building cleanup, a sports industry first. CrowdWave® is a division of Bent 360: MediaLab Inc., a branded entertainment technology company located in Ottawa, Ontario, Canada.

**About the Atlanta Hawks, Atlanta Thrashers and Philips Arena**

The Atlanta Hawks, Atlanta Thrashers and Philips Arena operating rights are owned by Atlanta Spirit LLC. Individual tickets for the Atlanta Hawks and Atlanta Thrashers are available for the 2010-11 regular season by calling (866) 715-1500, by visiting [www.hawks.com](http://www.hawks.com) or [www.atlantathrashers.com](http://www.atlantathrashers.com), or by visiting the Philips Arena Box Office or any Ticketmaster Ticket Outlet. Named for founding partner Philips, Philips Arena is consistently ranked among the world's top 10 arenas based on attendance. In April 2009, Philips Arena became the first NBA or NHL arena in the world to achieve LEED for Existing Building: Operations and Maintenance (LEED-EB: O&M) certification as specified by the [United States Green Building Council](#) (USGBC). For more information on upcoming Philips Arena events, log onto [www.philipsarena.com](http://www.philipsarena.com).

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