

DVSPORT SOFTWARE

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- ❖ DVSPORT is a privately held company that has been profitable since its inception in 2003.
- ❖ The 2016 Super Bowl Champion Denver Broncos & the 2014 Super Bowl Champion Seattle Seahawks have utilized DVSPORT GameDay Coaching and Scouting Software Solutions since 2009.
- ❖ DVSPORT is the official Technology Partner of the American Conference, providing HD Instant Replay for Football and Men's & Women's Basketball with on-site support for games at East Carolina University.
- ❖ 22 DVSPORT Teams have participated in BCS Bowl Games over the past 7 Seasons, while 50 DVSPORT Teams have competed in the FCS Championships since 2010.
- ❖ 27 DVSPORT GameDay Clients have competed in the NFL Playoffs & Super Bowl in the past 5 years, including an all DVSPORT Super Bowl in 2014 & 2016



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This letter is to provide notification that DVSPORT Software, Inc. is the sole source provider of DVSPORT HD Gameday Coaching Software, DVSPORT Shuttle iPad Application, GameDay 360, Shuttle 360, DVSPORT Rewind and DVSPORT Galaxy for editing, analyzing and teaching of football game and practice video.

DVSPORT Software can utilize and includes, but is not limited to the following features of our products:

- 1. DVSPORT GameDay 360 with Video & WebSync Capabilities:** Utilizing a custom built interface all machines running DVSPORT GameDay have the ability to sync the ENTIRE Database, including reports, cutups, playbooks and more via the web from any location. This enables members of the coaching, scouting and video staff to remotely connect to the servers at East Carolina University to access any content network wide. Additionally, utilizing exclusive DVSPORT VideoSync users have the ability to automatically download any video files they want from their server or selectively download individual files as needed.
- 2. DVSPORT Native Microsoft PowerPoint Support:** DVSPORT supports native Microsoft PowerPoint integration, allowing users to access, edit and display any PowerPoint Presentation or subset of within any video cutup or game. Other companies require conversion and or importing of slides.
- 3. DVSPORT Rewind Integration for On-Field Coaching Technology:** DVSPORT is the exclusive provider of on-field coach's video technology as used by the NFL in game. Using any Windows 10 Device DVSPORT is able to provide immediate access to footage on-field in-game and during practice; yielding coaches and players the ability to tag or bookmark plays, and enter data, for use in conjunction with DVSPORT GameDay. Other features include automatic export to DVSPORT GameDay playlist integration, triple angle intercut integration, and diagram drawing across networked tablets. DVSPORT boasts the ability for users to utilize the same machine for both the DVSPORT Rewind and DVSPORT GameDay products (not requiring separate dedicated hardware). This proven solution is utilized by the NFL and was implemented in 22 Games for the 2015 Pre-Season including the Pro Bowl and will be used by the entire NFL for the Preseason in 2016. Many teams on the collegiate and pro levels are using this technology in practice everyday.
- 4. Automated Practice Creation:** DVSPORT features the capability for a user to Intercut Practice with the click of a single button without having to match up angles or further edit video. Additionally, utilizing an automated tool set, the DVSPORT GameDay Software will automatically create custom Practice Cutups and share them to users, not requiring a Video Coordinator to manually complete this process.
- 5. DVSPORT 360° Cloud Syncing:** Enables all users to access the ENTIRE Database and all cutups, games, reports, playbooks, and more from anywhere via the Free DVSPORT 360° App for iPad. Users also have the ability to create and sync cutups back to the "home network" via a wireless internet connection.

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6. **Unlimited Direct Connect Support:** DVSPORT offers 24/7/365 personalized support that is unmatched in the industry by providing our clients direct cell phone access to all members of our support team as well as dedicated support through our main office line. Other companies provide 800-number support.
7. **Quickcuts:** The ability to create up to 10 cutups simultaneously, allowing any user to mark various plays for distribution to 10 cutups. This feature is frequently used during staff meetings, and player evaluations allowing for immediate cutup creation and distribution to all users.
8. **Dynamic Gadget Reporting:** Multiple "live stat" windows that provide a heads-up display of statistical information based on the current video being displayed. Fully customizable by color and category, the Gadgets Include graphical Top 5-25, Bar graph, Pie-Charts, Pass Zone Report, Field Zone Report, Hole Hit Report, and more.
9. **Video Editing in all areas of the application:** Ability to Trim, Split, and merge any clip of video.
10. **Frame Management Tool (Matrix):** Video frame "Matrix" allows for the management of still shots within the application for teaching and demonstration purposes. The Matrix tool can also contain slides, play diagrams, video frames, and more.
11. **Search and Replace:** The ability to search and replace data within fields so that "typos" or changes in terminology can be easily implemented. Other companies have no notion of this feature set.
12. **HotSpots:** Ability for a user to insert telestration, drawings, text, and grayed out player focus at any point in time in a video clip. This can be displayed for a specified length of time or until the user chooses to continue to play the video.
13. **Workshop:** Allows for the user to create and view custom cutups and games on the fly. There is no need for the cutups to be pre-built or run, this feature is a dynamic function that allows for any user to choose a game or set of games to be run against a specific cutup or query using any scout team or side of ball.
14. **Storyboard Intercut Tool:** A virtual intercut tool that allows the user to see the intercut as it is being created with unlimited concurrent angle intercut creation. Also ability to drag and drop any clip of video to anywhere in the timeline and the intercut builds with that order.
15. **Data Color-coding:** Ability to highlight any section of data in a playlist. This color coding can be applied to any value or subset of data for quick identification and reading in a report format. Other companies have no notion of being able to color code data on within your playlist, either by R/P or manual selection. This color coding also can be graphically represented via a Gadget.

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16. **Scouting with PFF Data Integration & Customized Search:** Direct Integration of data provided by CFF (College Football Focus) allows for advanced search capabilities and cutup creation with both NCAA & NFL content.
17. **Copy and Paste from Any Office Product:** Ability to copy and paste data from practice plans or breakdowns directly on to the plays of video – drastically decreases time for GA's to enter practice/game data. Also any other pictures or text can go from GameDay to PowerPoint, Word, Excel, etc. Other companies do not support the direct copying and pasting of data or images to AND from Office Programs.
18. **Dedicated Support & Account Representatives within an 85-mile radius.**
19. **PlayPad Diagramming:** Editable play diagrams are dynamically linked to every play with the associated data attached to them. These play diagrams can be inserted into playbooks on a weekly basis or printed and used for Practice Cards.

The features listed below are additional items provided by DVSPORT Software:

1. **Windows 10 64 bit:** DVSPORT is fully compatible and runs on the Windows 10 platform for coaching, scouting and video staff computers. Other companies are far behind in qualifying the latest OS for client/server machines
2. **Proactive Support Model:** DVSPORT believes in proactively supporting its clients. We want to reach out and check on how things are, we want to do checkups on your system vs only being called when there is a problem. Our goal is for you to always be running smooth. Other companies are only interested when you have a problem – if you never call them, you will never talk to them. If you don't request a visit – you will never see them.
3. **SQL Server 2014 64-Bit:** we run the latest and greatest SQL Versions, this ensures fast opening and sync times. Other companies are far behind in adopting the latest and greatest SQL version in a production environment.
4. **iPad Application:** Shuttle iPad application (available on the App store) gives the ability to watch video and cutups on your iPad with or without an internet connection. You can watch video streaming from the Galaxy web platform or save it locally on the iPad for viewing at any time. The interface with the web allows for download directly to the Shuttle. Additionally, any video filmed from the iPad camera will play natively in the Shuttle App.
5. **Coaching markers (Bookmarks):** Quick tagging of plays with up to 10 colors for selection and fast cutup creation. This promotes a fast turnaround for cutup creation and distribution. Other companies are trying hard to replicate this feature, but it has more steps and is not intuitive.

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6. **View Flip:** Ability to move from a sideline to an endzone frame of video that is at the same chronological point as the sideline was. This allows the coach to quickly and easily go between two angles to coach and evaluate decisions made by players.
7. **Authoring:** Native Voice-over tool that allows the user to record anything displayed in the video window including telestration, reporting and slides. Video is stored in MP4 format and is natively playable inside the application following its creation.
8. **Data Color-coding:** Ability to highlight any section of data in a playlist. This color coding can be applied to any value or subset of data for quick identification and reading in a report format.
9. **Universal Project Navigation:** Allows for the user to access any scouting project from any side of ball from one central location within the application. This enables fast and efficient scouting without the need to exit your existing workspace or close out cutups and scouts currently being worked on. This is a dynamic function that allows for any user to access a scouting project for immediate use without needing to close out of anything that they are working on.
10. **Auto-Angle Select (Run/Pass):** Enables a user to automatically view a sideline or endzone angle or reverse intercut based upon if the play is a run or pass. This saves coaches a large amount of time and enables them to be more efficient when evaluating film.
11. **Proprietary Web Platform (DVSPORT Galaxy):** Web platform is not a 3rd party application, the DVSPORT Galaxy site will give unlimited access (logins) to players, coaches and staff to access all games, cutups, reports and playbooks via any device with internet access. Other companies have no Web Based Video platform
12. **Media Management Tools:** Allows efficient and automated media management for leaving the network. The automated "Road Ready" feature allows any user to directly download the needed video files and slides for presentations without the user searching for specific files by name. Other companies have media management that can only be described as "VC Centric" – it would not be common for a coach to be able to do it on their own.
13. **Slide Library:** Ability to create, save and access a variety of graphic files that can be inserted into any playlist of video. Other companies require 3rd party creation of slides and have cumbersome import and export of those slides to a playlist
14. **Automated leader slide creation:** Allowing slides to be created from data or from custom user data and automatically inserted as a leader slide in any cutup. Other companies have no abilities to auto generate slides from data AND show reporting as well.

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15. **Intercut Tool:** A virtual intercut tool that allows the user to see the intercut as it is being created with unlimited concurrent angle intercut creation. Other companies force you to create an intercut from a guess, with the virtual intercut tool, there is no guessing, you get to see the intercut before you make it.
16. **Virtual storage system:** Allows storage devices to be swapped, even to different, drives letters/locations, without requiring reconfiguration of the application. Other companies require complex mapping of drives and folder locations in order to map video back to playlists.
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DVSPORT Software, Inc. is a Pittsburgh, PA based company that provides Editing software and various electronics devices designed to be used in conjunction with athletics. If you have any questions please contact DVSPORT Software, Inc.

Sincerely,



Justin Rudd
VP – Sales & Marketing
DVSPORT, Inc.