



Xmouse

Sports

-Be There


Its time for something new...

We see a world of deep, rich and profitable direct connections with highly engaged fans

Sport is passion – for the players and for the fans. For fans, it is all about engagement – and for some fans there isn't such a thing as too much engagement. The challenge for clubs, leagues and businesses is how to harness the connection with fans to meet their big expectations and to monetise it for the ongoing benefits of all.

The Xmouse platform is a revolutionary new approach to streaming that provides an entirely new way for fans to engage with your brand:

- A cloud-based streaming platform that can scale to the biggest events and manages streaming of live and provision of recorded content to social media.
- An app that is not just branded for you but is designed to be extended with specific functionality to suit your business and its approach/strategy
- A design that brings together content of all types together into a single place and links it all together
- A variety of monetization options that allow you to gain revenue directly from your customers
- Direct, secure, connections with your customers that respects your privacy and theirs
- A roadmap of industry-leading, innovative, future functionality that you can easily provide to your customers

A low-angle, dark-toned photograph of two basketball players in mid-air on an outdoor court. The player on the left, wearing a black jersey and white shorts, is holding a basketball with both hands. The player on the right, wearing a blue jersey and dark shorts, is reaching up with both hands to block or steal the ball. A chain-link fence and a basketball hoop are visible in the background.

Xmouse helps all fans experience games, shows, events and content, and connections to your brand in innovative ways that put them right in the action, providing great virtual experiences and enhancing the in-person experience.

Our mission is to change the experience - to move beyond clips in a social stream or video on a TV. Our mission is to make online almost as good as being there, and being there even better.

We see a world of deep, rich and profitable connections with highly engaged fans.

The Platform

Live Streaming and Video on Demand (VoD)

Olympics scale with worldwide deployment

Secure and robust

Single point of management for all content

Stream to other platforms

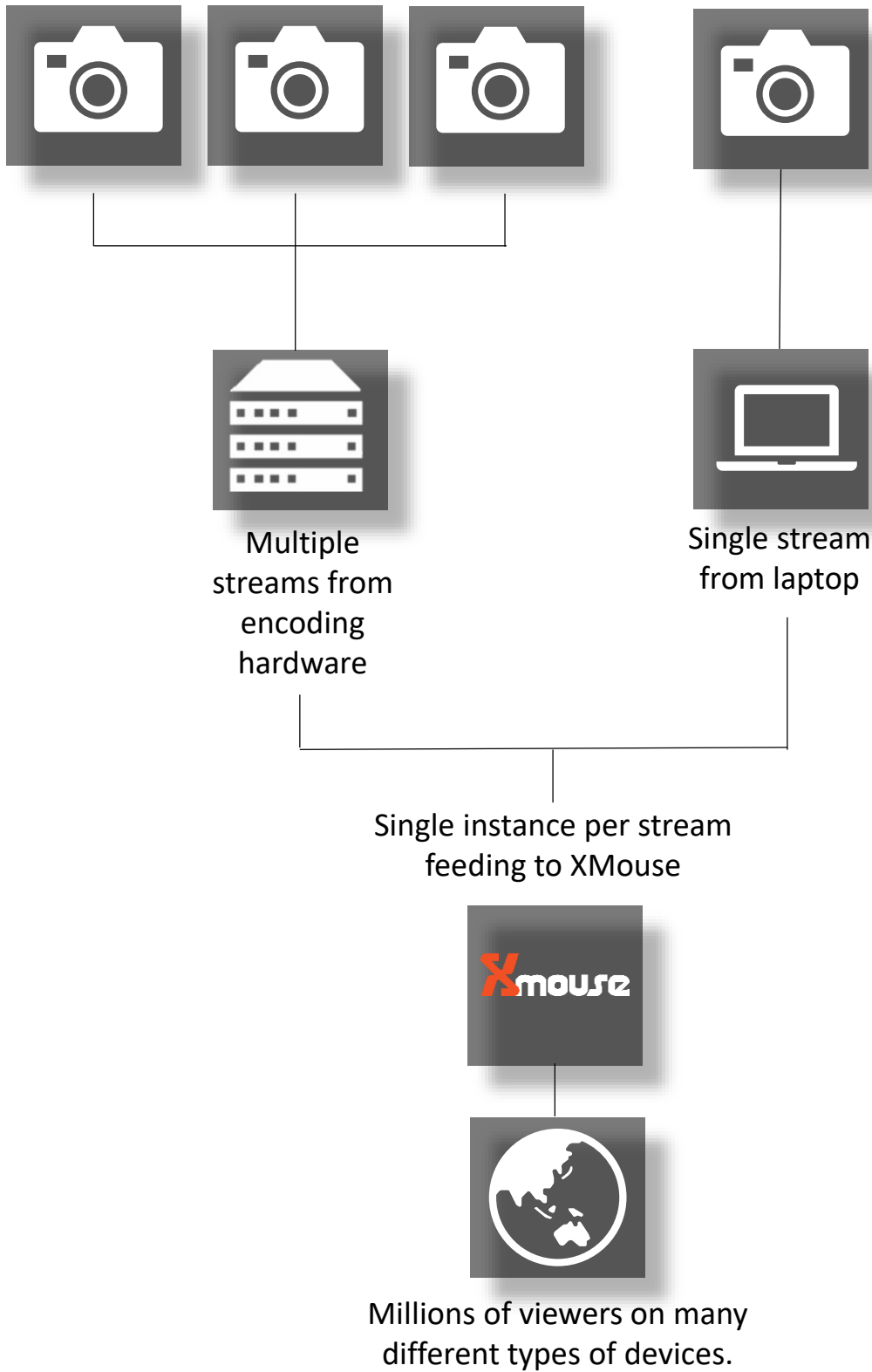


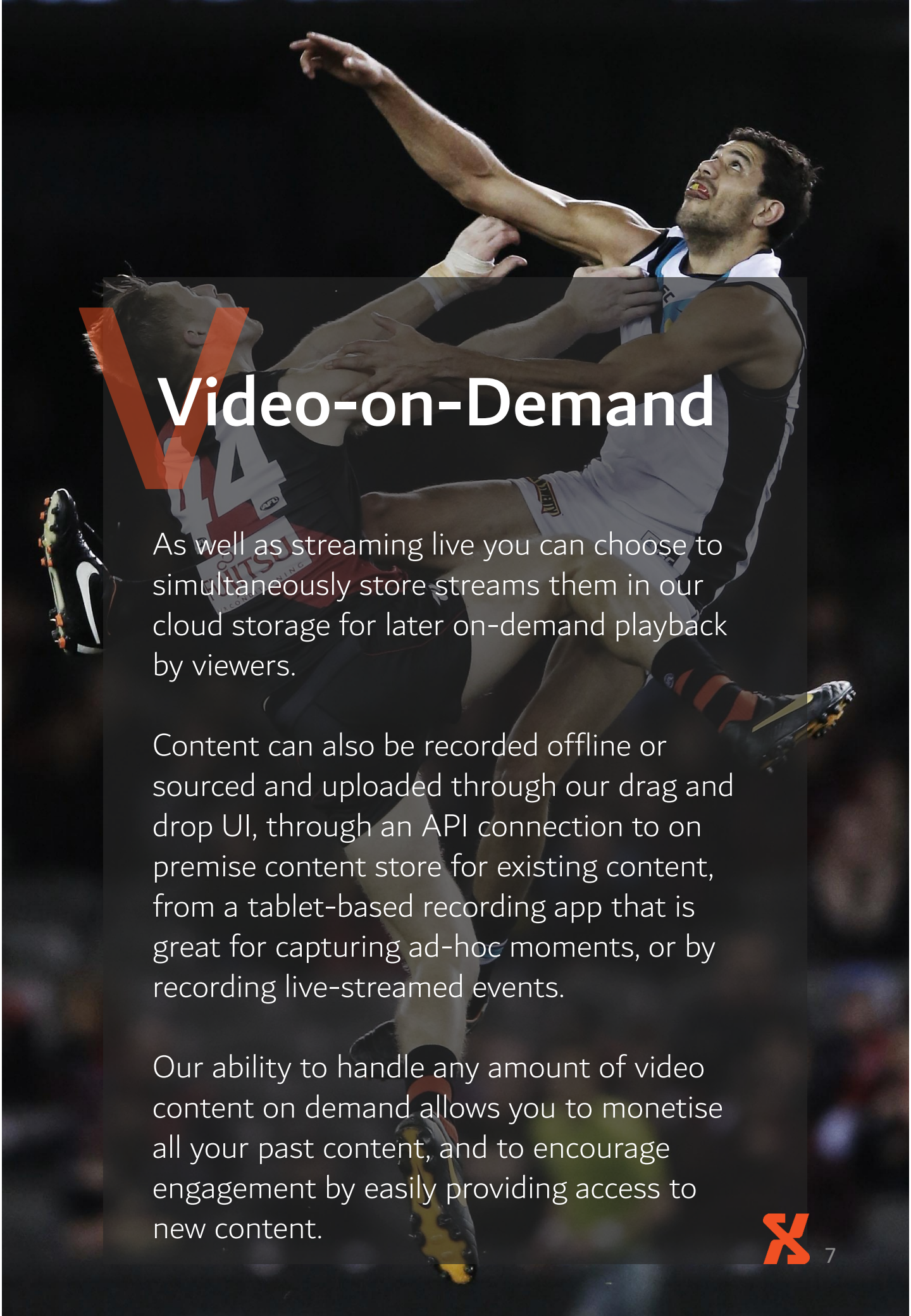
Live Streaming

Your fans don't need to miss a minute of the action, wherever they might be.

Live Streaming with Xmouse is both simple and scalable. For smaller events you can Live Stream from a tablet or a phone, or from a professional camera connected to a computer. So, you can capture grassroots events and training. Or, you can have a professional setup with multiple cameras and professional mixing gear.

We can handle these streams – as many as your equipment and bandwidth allow – and stream them from the cloud to viewers around the world, with minimal delay. Videos can be recorded to use later as on-demand content.





V

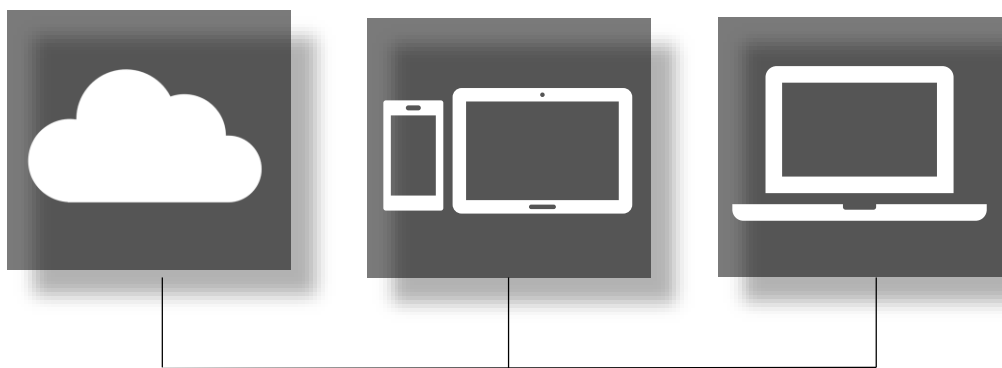
Video-on-Demand

As well as streaming live you can choose to simultaneously store streams them in our cloud storage for later on-demand playback by viewers.

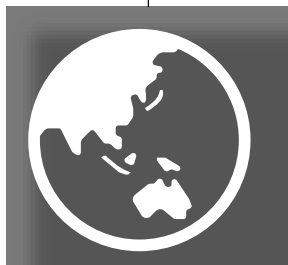
Content can also be recorded offline or sourced and uploaded through our drag and drop UI, through an API connection to on premise content store for existing content, from a tablet-based recording app that is great for capturing ad-hoc moments, or by recording live-streamed events.

Our ability to handle any amount of video content on demand allows you to monetise all your past content, and to encourage engagement by easily providing access to new content.

Upload pre-recorded content from computers, tablets and phones.



Import content from other services



Millions of viewers on many different types of devices



Microsoft

Scalable.
**For all
the big
things.**

Xmouse Sports is built on Microsoft Azure Media Services. Running out of Microsoft's massive Azure data centers located around the world. Azure Media Services delivers much of the world's media and streams events like the Olympics, the Commonwealth Games and the Super Bowl. By using Azure, XMouse Sports can reliably scale with you, whatever your size.

The Xmouse platform can handle thousands, tens of thousands or even millions of concurrent viewers, all viewing multiple video streams and other content. It achieves all this while all you have to do is to provide minimal bandwidth and infrastructure - that our partners can provide and help you to implement and configure.

Microsoft Azure Data Centres





S Security

Security is a very real concern, with the reputation of businesses on the line with each security issue. Xmouse takes security very seriously with a multi-layered approach to security of both your content and the personal details of your customers.

Firstly, we store your content on Microsoft Azure. The Azure platform is highly secure, with more security certifications than any other cloud platform that give it the ability to store secure government and defence data.

Xmouse has been architected in a secure manner to protect all customer data from access behind layers of security and provides an interface that has been developed using defensive programming techniques.

Users can access their data and remove it from the platform if desired. We don't sell data to anyone else, and indeed each user's data is only used in your application.

Lastly, all videos are encrypted using DRM. As a result it is not possible to download or otherwise steal video content loaded into Xmouse like it is with from most of the social media sites.

Managing Content

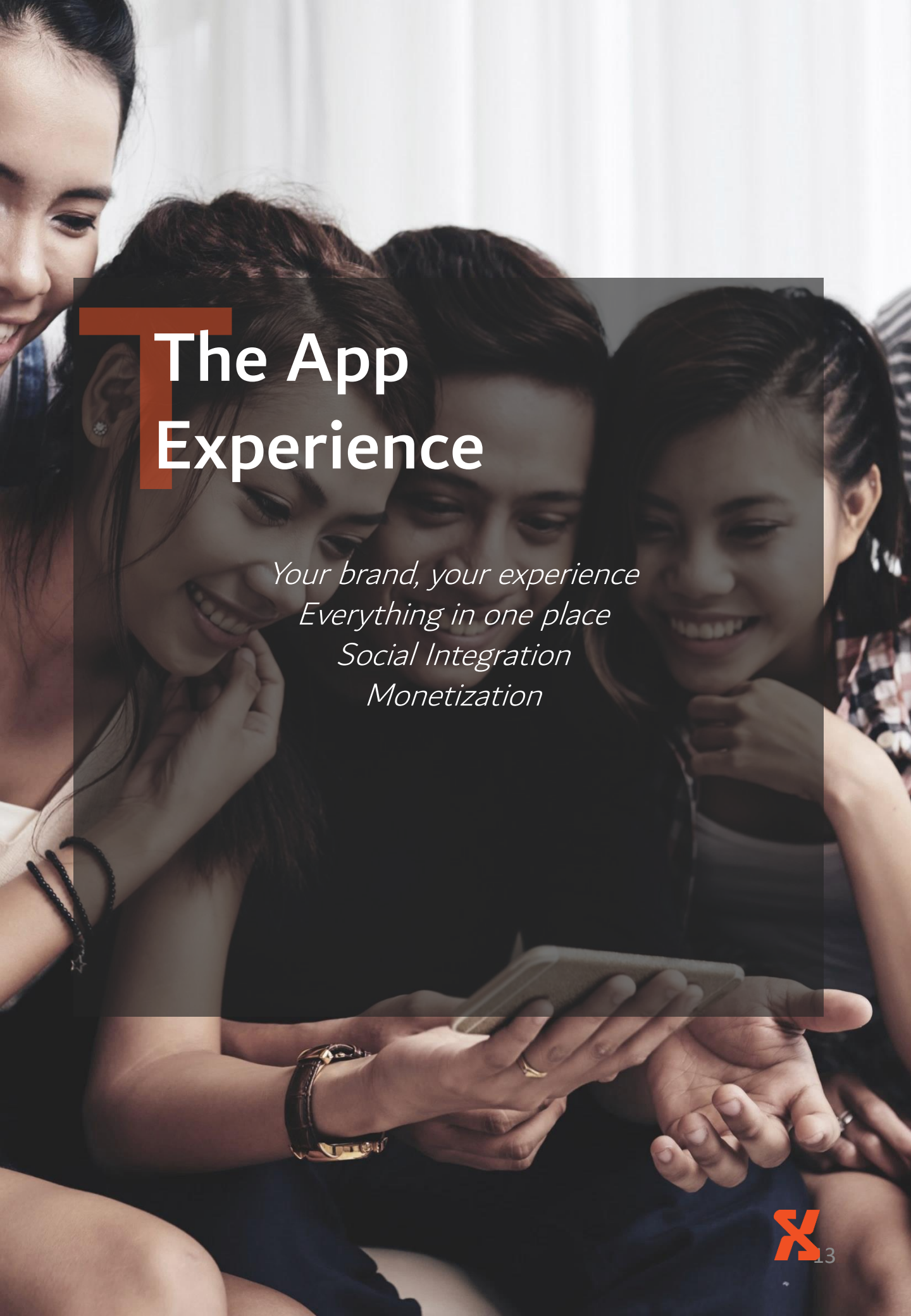


Xmouse will soon allow the management of both live and on-demand video content on Xmouse on a variety of other platforms.

This will allow you to live-stream video while recording it in Xmouse and then provide that recorded, and other VoD content, through Xmouse and other platforms. It will allow you to complete contractual requirements for live streaming through other platforms while also building a library of VoD content. When you choose to stream live through Xmouse you'll be able to without change.

Xmouse is the secure cloud platform on which you can store all your content, distributing it to other platforms and using that to bring your audience home to your app.

This provides an effective strategy to bring your content and customers home.

A group of young women are gathered around a smartphone, looking at the screen with interest and smiling. The image is a close-up, focusing on their faces and hands. The background is slightly blurred, showing a white curtain. The overall mood is positive and collaborative.

The App Experience

*Your brand, your experience
Everything in one place
Social Integration
Monetization*



Your Brand. Your Experience.

The experience for the fans is super-important for sports. We connect you with your fans through apps that are broad, powerful and beautiful, creating engagement and communication where your content is not lost in a feed. Apps are branded and appear in the store with your branding, connecting with your fans. We're on all major platforms and are coming to more.

Our experience succeeds at creating as many touch points as possible. Supported by your content we can make sure that tapping on the app is a daily occurrence, leading to revenue for you.

By using Xmouse apps you own the customer data and that data is secure and protected on the Xmouse platform, optionally linked to your CRM, not owned by a social media company. As your user base grows we can build your community where you own and monetise the content, the customers, the connections and the community.

News is the lifeblood of engagement in sports. We provide a news feed that is linked with all the different assets – games, players, competitions – and thus forms a platform for promotion.



News



All

Today

This week

This month

This year

Previous years



AHG to distribute Husqvarna Motorcycles...

It's been confirmed that Automotive Holdings Group will be the distributor for Husqvarna in Oz...
6 hours ago



Allan Byrne's Last Craft Up For Auction

Master shaper's final board goes to auction to raise money for his family...
6 hours ago

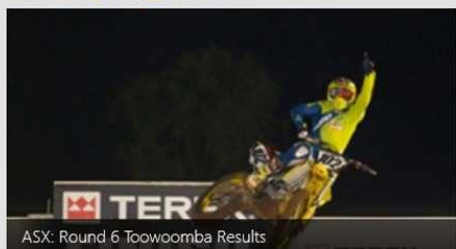


Riley Laing | Hawaii Episode One

6 hours ago

Galician Tourism Board pleased with Pantin...

13 November, 2013 - INDUSTRY
The ASP Pantin Classic Galicia was presented at the Instituto...
6 hours ago



ASX: Round 6 Toowoomba Results

Full results from the final round of the Championship...
6 hours ago



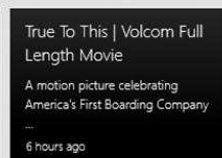
Nick Kirby - Coastalwatch Plus Member Of The...

Interview: Our Member Of The Month for November is Nick Kirby from Brisbane/Lennox...
6 hours ago



A Surfing Coin From The Perth Mint

One for the surfing collectors.
6 hours ago



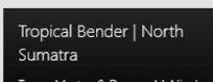
True To This | Volcom Full Length Movie

A motion picture celebrating America's First Boarding Company...
6 hours ago



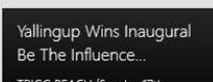
World's best longboarders descend on Taiwan

14 November, 2013 - Taitung, Taiwan - This weekend the Taiwan Open of Surfing will see surfers...
6 hours ago



Tropical Bender | North Sumatra

Torren Martyn & Duncan McNicol



Yallingup Wins Inaugural Be The Influence...

TRIGG BEACH (Sunday 17th



Broken Boards fighting bulldozers at Bastion...

13 November, 2013 -



Parkinson & Stoyelo look to defend 2014 Surfist title

13 November, 2013 - CONTEST
The castle will open its arms to the world's best surfers for the 29th...
6 hours ago



Vans Pro Junior Surfers Shine in Challenging...

21 August 2013

ASP World Tour

Noah Schweitzer, 17, earned top scores during Round 2 of the Vans Pro Junior.

VIRGINIA BEACH, Virginia/USA (Wednesday, August 21, 2013) - The 2013 Association of Surfing Professionals (ASP) 4-Star Vans Pro Junior saw top seeds take to the water in peaky one-to-two foot waves in Virginia Beach and the next generation put on some standout performances despite challenging conditions.

Stop No. 4 of 5 on the 2013 ASP North America Pro Junior Series, the Vans Pro Junior's ASP 4-Star status plays a vital role in both surfers' qualification campaigns for the ASP World Junior Championships as well as the regional under-21 title.

Keans Asing (Ewa Beach, HI), 20, defending Vans Pro Junior champion, opened his campaign in striking form with lively forehand surfing on the running right-handers during his morning high-tide heat to advance to the Round of 32.

"You have to stay busy out there but you want to

be patient too," Asing said. "There's a line in between and you have to really play it smart. I was watching before I went out and stuck to my game plan of catching the best waves. I really focused on watching the shape of the wave and where the best ones were coming from and you pretty much take what you can get out there, but try and find the ones that give you opportunity."

Asing, a standout on the ASP World Junior stage, is competing in his final year as a Pro Junior competitor and is ready to make a strike at the coveted ASP World Junior Title for 2013.

"A World Junior Title is definitely a goal this year for sure," Asing said. "It's kind of like graduating high school where you only get to do it one time in your life and that would be huge for me. First I'm just trying to make some heats, surf really well and get everyone stoked on my surfing."

Jake Halstead (La Jolla, CA), 19, current frontrunner on the ASP North America Pro Junior Series, took a crucial heat win in wave-starved low tide heat today and managed to display impressive carves despite the small conditions.

"I actually wanted to wait and try and get the two best waves out there," Halstead said. "I knew if I



Snow News

Val Thorens Audi FIS Freestyle ski cross World Cup preview

4 days ago

Krazy Korean Adventure – 14 Resorts in 14 Days in 2014

5 days ago

Lake Tahoe Ski Resorts Open with Fresh Snow

10 days ago

World Ski Awards winners





We provide profiles. These can include images, bio stats, Twitter feed and links to other social media. Bios can also optionally include an image feed with multiple high-quality images links to videos that the player or competitor appears in.



We provide images. High quality images of star athletes, teams, events and games are important for fans. Xmouse provides a platform for storing, cataloguing and displaying high-quality images.

← Athletes

Search Xpreshon

Surf

Skate

Snow

Moto/BMX



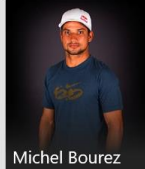
Julian Wilson



Kieren Perrow



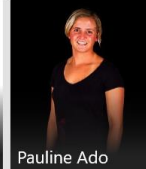
Laura Enever



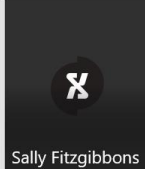
Michel Bourez



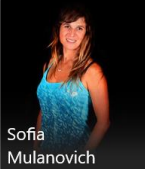
Nat Young



Pauline Ado



Sally Fitzgibbons



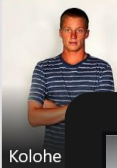
Sofia Mulanovich



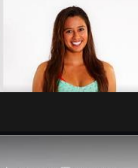
Tiago Pires



Kai Otton



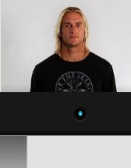
Kolohe



Kelly Slater



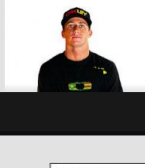
Lakey P



Travis Logie



Tyler Wright



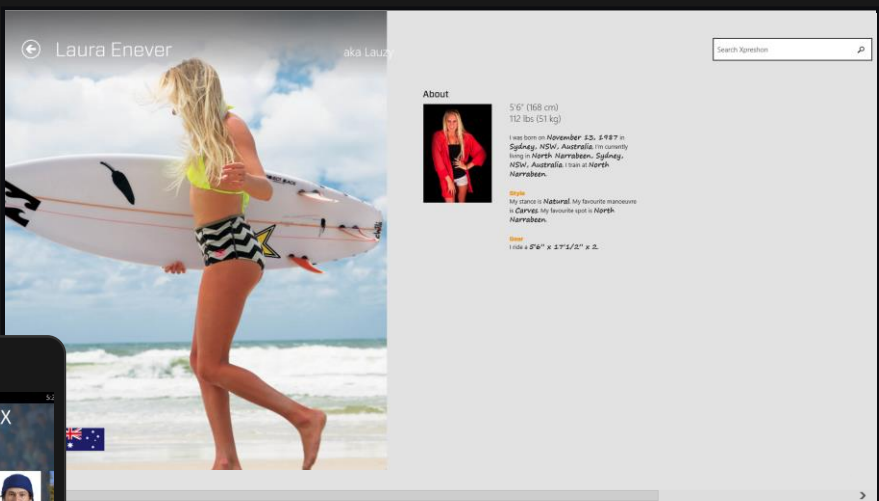
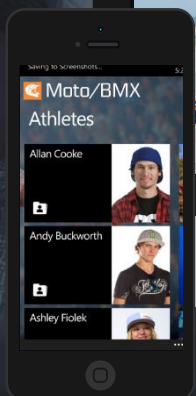
Laura Enever

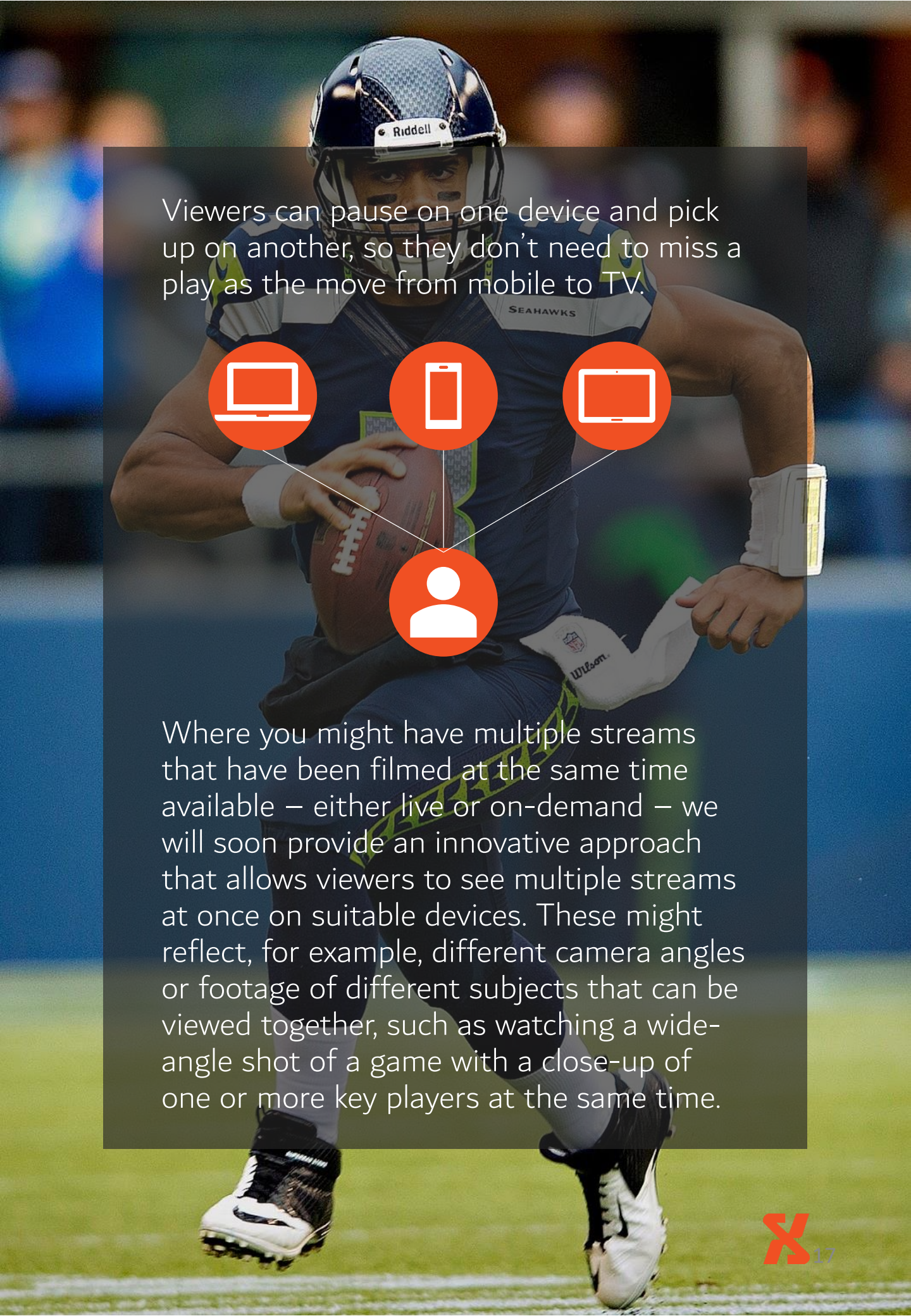


Laura Enever

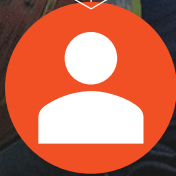


Laura Enever





Viewers can pause on one device and pick up on another, so they don't need to miss a play as the move from mobile to TV.



Where you might have multiple streams that have been filmed at the same time available – either live or on-demand – we will soon provide an innovative approach that allows viewers to see multiple streams at once on suitable devices. These might reflect, for example, different camera angles or footage of different subjects that can be viewed together, such as watching a wide-angle shot of a game with a close-up of one or more key players at the same time.

Social Integration

Xmouse integrates social feeds for athletes into the experience., bringing the athlete profiles to life.

Future experiences though will allow you to surface your brand's social media into the app, with future enhancements planned including conversation threads alongside content. Our design includes replaying discussions alongside videos as they play – even with VoD, allowing discussions to take place in real-time.

Our strategy is to roll social into the app as a first-class experience, keeping your customers in the app as much as possible.



Data and Analytics

Xmouse Sports collects, stores and analyses a range of information about viewers, and their use of content.

Our aim is to provide you with the information you need to monetize your content in the best way possible while also optimizing the experience for your viewers.

The Xmouse player is designed to gather a significant amount of analytics.

Data collected by XMouse can be analysed in Power BI or can be exported.

Monetization

Xmouse is an investment in improving your customer experience, customer engagement and your brand overall, all while maintaining control of your content. As well as providing these benefits, Xmouse provides a selection of direct monetisation opportunities that can be configured in conjunction with the Xmouse team if required:

Pay Per View

Xmouse supports Pay Per View, allowing your customers to pay to view individual videos or live streams. We also provide previews for VoD content and promotion of paid content within the app.

Subscriptions

Xmouse also provides a subscription engine, allowing customers to pay a regular monthly subscription to access videos – both on demand or live streamed. We can even mix payment models so some videos are free to view, some are only viewable with a subscription and some of those are pay per view. Or customers can view individual pay per view videos by paying one at a time or gain access to all of them with a subscription.

Advertising

Xmouse also supports a range of advertising options inside the app, including pre-roll and post-roll and during the video, and can be linear or non-linear (overlaid). Optionally we can also include advertising on the same page as the player (when not being viewed full-screen).

Revenue Sharing

We provide flexibility to help you get on board and are happy to consider various models of revenue sharing from advertising subscriptions and pay per view models to trade off our subscription costs to some degree.

Future Monetization Options

The Xmouse product roadmap includes the following additional monetization options that are planned for development over the coming months.

SpiTech



SpiTech is a patented technology owned by Xmouse. Our customers will be able to configure SpiTech to link in-video content to other locations within the app or external content. This could be to more details on an athlete or an event, or could be to purchase the gear the athlete is wearing or using.

eCommerce

eCommerce is coming to Xmouse, with the ability to integrate your online store into the app to provide a first-class eCommerce experience. Integration between news, athletes, videos and the store will guide users to products for a better user journey that doesn't need to cross sites or platforms.

Ticketing

Ticketing is also coming to Xmouse, allowing your customers to experience an event and buy tickets to it in the same experience. In time we plan to turn Xmouse into the guide for your events that they can hold in their hands.

Other Features

Other future features like Watch Together, Second Screen Experience, Multi-Camera View and virtual and augmented reality will be able to be made available only to subscribers, driving additional people to join.

A Focus on Innovation

Our focus is on providing the very best experience for your fans. We will continue to deliver this through continued innovation.

As a cloud-based solution Xmouse adds capabilities over time. We share our roadmap with customers so you always know what is coming in our regular releases.

Here's that we are working on at the moment:

Second Screen Experience

Fans will be able to use a tablet to phone to control Xmouse Sports playing on a TV with content selection and player controls. Synchronised content such as images, statistics, social media, commentary and chat without interrupting the playback.

A person is shown in profile, wearing a VR headset. The background is a dark, digital environment with various charts, graphs, and data visualizations in shades of blue and red. The overall theme is technology and virtual reality.

Mixed Reality Experiences

Xmouse is all about innovation. We're incredibly excited about the potential provided by virtual reality and augmented reality experiences (collectively known as Mixed Reality).

Mixed Reality provides enormous potential for sporting events. Xmouse has already started to invest to visualize how events experiences can be enhanced using mixed reality – both at the event or viewing it afterwards.

Whether it be viewing a virtual 3D stadium alongside the video feed, having stars in the living room to explain a play, potential exists for break-through experiences.

We're keen to discuss scenarios that will work for you.



By Wild Mouse

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