WHITEPAPER CHIRPVISION AT THE EVENT

ChirpVision provides live streaming video to mobile devices at events. The system delivers multiple channels of live video over WiFi to smartphones and tablets through the ChirpVision app.

The Fan Experience

Fans are invited to log on the ChirpVision WiFi and are greeted with a page to download the app. Apple and Android versions are offered free to the fans.

The app features three channels of live streaming video, with DVR capabilities for replay and slow-motion. There is about 10 minutes of replay capability. HD audio is provided, and complimentary earbuds are provided for fans at the event.

There is absolutely no recording capability in the app. Once the user leaves the app, all content is erased.

Event Setup

Chirp supplies all the equipment for the ChirpVision broadcast. The production equipment is about the size of a small "steamer trunk" and arrives with our tech team for setup.

Required at Event Site	
Video Feeds	Access to live video from venue cameras. Format is HD-SDI or HDMI.
Production Area	10'x10' production indoor or covered area
Electricity	1.5kW total, approximately two standard 120V, 15A outlets
Internet	Minimum 1Mb/s service; hotspot services require additional connectivity depending on crowd size. (Chirp provides this in most locations.)

A WiFi network is required for viewing ChirpVision. Chirp either deploys or uses the

venue WiFi. The WiFi for viewing ChirpVision can be event-wide, or at designated "ChirpVision Zones". The WiFi deployment is then designed for the expected audience and event layout. Chirp supplies a WiFi plan prior to the event for approval.

Internet access is required for ChirpVision, and is usually provided by Chirp without event involvement. In some remote locations, an internet connection may be required. If hotspot services are planned for the event, Chirp will size the internet connection to provide service to the anticipated subscribers.

Event setup is 1-2 days, depending on site size and complexity. The setup team is typically 4 technicians for the access point and network installation.

Live Broadcast During the Event

Chirp broadcasts live in the event up to three streams, plus other event info such as tournament standings, schedules and event info. We provide a video technician at the event to manage the ChirpVision production.

Prior to the event, Chirp creates specific art for the event such as channel overlays and logos, as well as any sponsor art for the broadcast. We will also produce some pre-recorded features such as interviews and highlights to play during live action breaks. All content is subject to event approval prior to the event.

- Up to three live channels
- Live broadcast with HD video and audio
- Video features such as highlights, interviews or past events during live action breaks
- Optional event and sponsor promotions and advertising
- On-site video production technician

Any fee-based services such as hotspot or pay-per-view channels are provided through in-app purchase. Subscribers can instantly sign up at the event and are billed through Apple or Google.

Fan Support and Promotions

Before the event, promotions begins with announcements to fans through the ChirpVision website, facebook and twitter. Event promotions are also used to

make fans aware of ChirpVision and encourage them to download the app before attending.

At the event on game day, Chirp provides fan support and promotions. Our promotions team assists fans with app installation and use, as well as promoting ChirpVision at the event.

- Earbud giveaways
- Charging stations
- Promo tickets
- Promotions and fan support tent at site

After the event, fans are invited to participate in a survey about ChirpVision to help us improve our service.