



**NEWS RELEASE
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National Basketball Facility Focus Pinpoints Recruiting as a Top Priority
Prime examples: KU, Syracuse, Marshall, UTEP enlist XOS Technologies to rev up basketball facilities for 2009-10 season and beyond

ORLANDO, Fla. – Jan. 26, 2010 – XOS Technologies, Inc., a leader in digital sports media, today announced that industry has ramped up for basketball season, turning its attention toward new courtside technologies. As a result, the company's Facilities Design and Integration (FDI) division has just completed basketball technology upgrades for four of its partners – **University of Kansas (KU), Syracuse University, Marshall University** and **University of Texas at El Paso (UTEP)**.

"More basketball facilities are being built or upgraded at the present than ever before," said Mark Hudgins, general manager, XOS FDI. "Recruiting the nation's top athletes has become even more competitive, and a technologically enticing facility often plays a pivotal role in this respect. Our relationships with KU, Syracuse, Marshall and UTEP are prime examples of these priorities."

Brad Nachtigal, KU Associate Athletics Director for Capital Projects, mirrors Hudgins sentiments. "This is a nationwide shift in investment priority that has merit," he said. "We're committed to being the very best in basketball which is why, on the heels of our 2008 National Championship, we chose to invest in a \$7.9 million renovation of Allen Fieldhouse, complete with the latest technologies that will ultimately help us to continue our legacy of success."

For the new XOS basketball projects, the FDI team spent between two and eight weeks integrating hundreds of A/V, desktop presentation and digital video editing technologies into a total of 64 combined areas/rooms within all four basketball facilities. Below are some highlights associated with the scope for each school:

University of Kansas – Allen Fieldhouse:

- Inclusive of 32 rooms/areas such as James Naismith Court, Film Editing and Video offices, and conference rooms
- Includes more than 50 plasma displays of varying sizes
- Integration of touch-screen technology throughout facility

Syracuse University – Carmelo K. Anthony Basketball Center:

- Inclusive of 29 rooms/areas such as the Hall of Fame room, Practice Courts (Men and Women) Weight Room and Video Room
- Includes two XOS Coaches Command Stations located in the Men's and Women's Team Meeting Rooms
- Integration of XOS In-Touch telestration systems in the Men's and Women's Meeting Rooms to enable coaches to draw over any computer of video generated image using their fingertips

-More-

1.26.09 – New XOS FDI Basketball Partners (KU, Syracuse, UTEP, Marshall)



Marshall University – Cam Henderson Center:

- Inclusive of six rooms/areas such as the Men's and Women's Team Lounges and Theaters
- Includes two XOS Coaches Command Stations located in the Men's and Women's Theaters
- Integration of XOS In-Touch telestration systems in the Men's and Women's Theaters to enable coaches to draw over any computer of video generated image using their fingertips

UTEP – Foster Stevens Basketball Complex:

- Inclusive of 11 rooms/areas such as the Practice Courts (Men and Women), Video Office, Player Locker Room and Lounge, and Staff Conference Room
- Integration of XOS In-Touch telestration system in the Team Meeting Room to enable coaches to draw over any computer of video generated image using their fingertips

All four universities currently use XOS digital video editing systems from the company's Coaching Solutions division. KU uses the XOS Director™ system, while Marshall, Syracuse and UTEP use the latest model called XOS Thunder™.

"Our new video office is more productive than ever before," said Todd Blumen, video coordinator, Syracuse University. "In fact, our entire facility is, for that matter. However, these new technologies not only help us from an operational standpoint, but also with recruiting efforts. We're looking to add only the best of the best, and it's not always easy to impress elite athletes. Now, thanks in part to XOS, we're better prepared to pique the interest of our top candidates during our recruiting tours and office visits."

About XOS Technologies, Inc.:

For nearly 15 years, the nation's top professional and collegiate sports teams, conferences, leagues and athletic administrators have turned to XOS Technologies for expertise found in its innovative coaching analysis software (Coaching Solutions), Facilities Design & Integration (FDI) services and sports media and digital asset management solutions (XOS Digital). The revolutionary technology and new media solutions developed by XOS have been adopted by more than 480 clients representing more than 900 sports teams throughout the NFL, AFL, NBA, WNBA, NHL, MLB, NCAA, NAIA and NASCAR. The company's headquarters are located in Billerica, Mass., with digital and facility design initiatives operated out of the Orlando, Fla. area. For more information, visit www.xostech.com. Twitter at <http://twitter.com/XOSTech>.

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