



Presenting The Fan Lounge - Built By ATMECS - Powered By Microsoft

The Fan Lounge (or The Fan Spectrum, alternate name also under Trademark Process) from ATMECS is a **direct-to-fan** solution for sports and entertainment entities such as teams, conferences, and leagues who want to **acquire, engage and monetize** their fan base, improve their access to first party **consumer 360-degree data** and grow their **sponsorship value** as a premier digital destination while providing a best-in-class experience from their first launch.

ATMECS' The Fan Lounge is a **"platform of platforms"** that incorporates ONLY top tier technology - architected in the Azure Cloud - and that has integrated a large number of Microsoft cloud-based tools, platforms and models along with industry household names in content delivery, ticketing and rewards to produce an unprecedented set of functionality and features for **all content rights holders** that even elite leagues do not currently present to fans in a unified and cohesive way. Currently we bring together over 20 products across all 3 Microsoft clouds to support this platform and repurposability of capabilities.

The foundation of The Fan Lounge is to acquire, engage and monetize fans by giving them a **one stop shop** to address their major wants and needs. Boiled down, the feature set falls into four major categories: **WATCH, PLAY, BUY, and BET.** Simply putting all of these together in one app alone is a key differentiator in the marketplace today.

WATCH

Photo and Video are at the core of fan engagement - it's a proven fact. Content Rights Holders, at the same time, often have libraries of unused or severely underutilized, current and archived, content that they would like to share with fans. The problem is that this has historically been very difficult to impossible for non-elite leagues and elite teams within those sports. The Fan Lounge brings all of the technology together needed to present live and asynchronous video experiences across all platforms fans most use: mobile, xVOD set top, and web. TFL also enables these rights holders to capture analytics regarding consumption and act upon these analytics to leverage and monetize their premium content as well. These data capture and analytical features are baked into all 4 main areas of the solution.

PLAY

While photo and video will get "window shoppers" to download your app, it will not keep them using it as their main source for entertainment and access to the entities' personalities, programs and venues. Part of engagement is incentivizing fans' time and rewarding fan behavior as loyalty is no longer regional or unconditional. Gamification aspects are part of the solution, but we believe that measuring and increasing time spent in the app will be a key measure not only of engagement but will steer people through preferred retail venues and partners. Enabling gaming and eSports experiences reserved for future releases.

BUY

E-commerce capability seems to be a pretty obvious inclusion when it comes to monetization. Hyper-local partnerships and experiences near and in-venue are also important sources of revenue. Why is it that almost no one offers an embedded experience for purchase then? Again, this is a tricky area of governance and technology integration that most do not want or cannot face. It was critical for ATMECS to utilize the advanced microsoft cloud technology in order to address the global governance challenges while at the same time bringing together the needed functionality that can also be geographically distributed. Enabling 'Phygital' experiences (AR/VR & Digital Walls) reserved for future releases.

BET

Enabling fantasy and digital betting have been reserved for future releases. As a result, we cannot claim completion on the technical side of these features, but as with the other key experiential areas of the app, we will not only reach parity with solutions in Europe and North America, but we will focus on ensuring we enable differentiating features beyond what is available in the marketplace today. Also, we plan to make it easy for The Fan Lounge customers to add features as new legislation opens additional marketplaces.