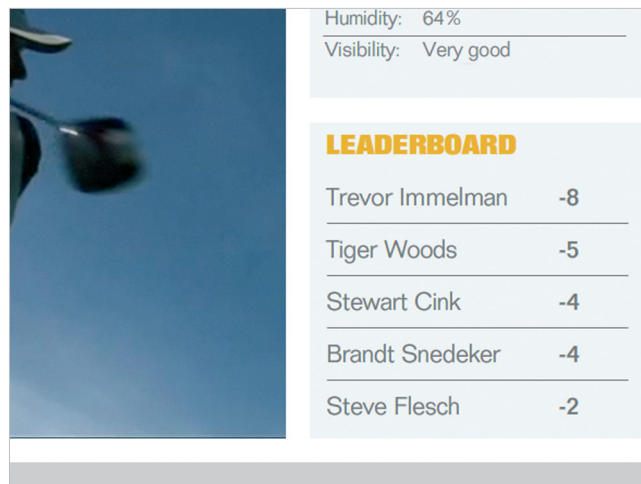
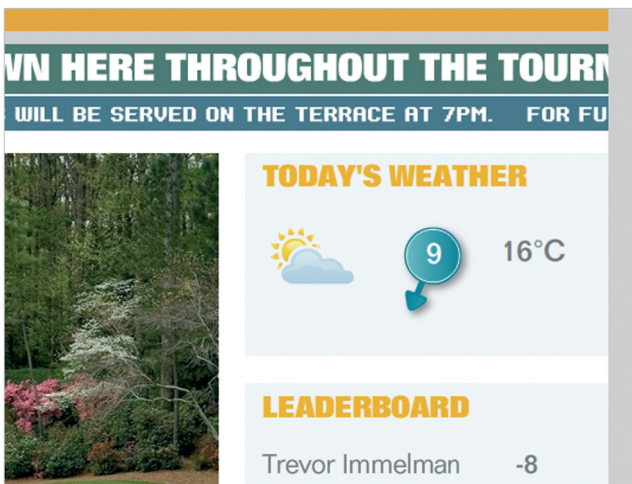




## SAP - Web TV for The Masters



### Objective

- To accompany their global sponsorship programme at events, develop a branded on screen content managed solution to display relevant event information.

### Solution

- Designed specifically for golf events, a content managed screen-saver based solution which enabled inclusion and annotation of images or video, updates to scores from the tournament and a dual level news ticker.

### Results

- Web TV was broadcast and updated throughout the tournament in hospitality areas and kept guests fully up to date with what was going on.
- Solution is completely adaptable and sets the standard to be used for other SAP sporting events.

**We are Open™**

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200