

"I loved Audazzio! I was able to see exactly who was making tackles, who was making the plays, and which colleges they were committed to as it all happened live. It also gave me information so I can stay in touch with my favorites on social media. It was a great platform and experience!" ~Keith Higginbotham, Fan

### At a glance

Audazzio is a force multiplier technology that leverages content and fandom. Our innovative tech transforms how audio streams—whether broadcasts or live events—interact with second screen devices. Experience seamless control and enhanced engagement like never before, making every moment more dynamic and enjoyable.

### Key metrics

The industry standard microphone opt-in rate is 20%. Remarkably, Audazzio achieved a microphone opt-in rate of over 74%! Additionally, fans showed an appetite for the engaging content, indicated by the 63% of audience participation.



### THE CHALLENGE

The Navy All-American Bowl is the premier annual high school football all-star game in the U.S., held at the Alamodome in San Antonio, featuring the nation's top junior and senior players in an East vs. West format, showcasing future college and NFL stars. The challenge is ensuring fans get to know this wide array of players keeping them engaged and selecting a team to cheer on to victory.

### THE SOLUTION

Once activated, the Audazzio technology transformed the game experience for fans by automatically delivering dynamic content to their phones for the next three hours. Within seconds of each play being whistled by officials, Audazzio delivered engaging content of the players who made the biggest impact on that play. This content included photos, hometowns, high schools, statistics, social media links, college commitments, and fun personal facts. With no need for tedious web or app searches, fans received instant, relevant content right on their cell phones, enhancing their game experience. By leveraging this innovative dynamic content, the Navy All-American Bowl not only heightened interest and enthusiasm but also significantly boosted fan engagement throughout the entire game.

- Informative
- Interactive
- Ad Rev Op
- Key Insights

### BENEFITS

- 1

**Real-time Synchronization**  
Audazzio connects your content with audiences in real-time fully synchronized with the venue audience.
- 2

**Truly Frictionless**  
The unique Audazzio technology provides truly frictionless audience engagement once activated.
- 3

**Unencumbered Fan Experience**  
Simple implementation and activation eliminates the connection struggle for all parties delivering content in less than 1 second.



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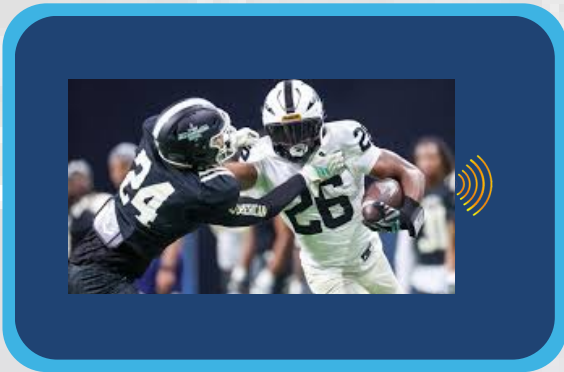
# AMERICA'S NAVY ALL-AMERICAN BOWL



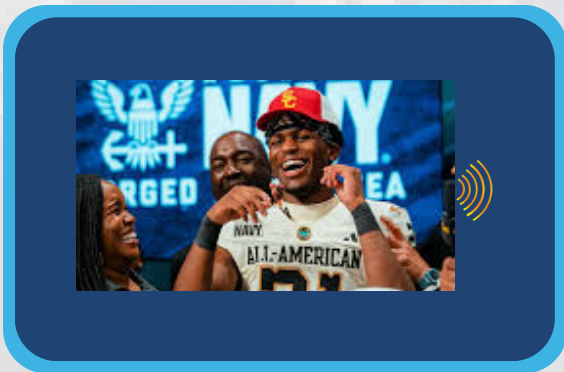

## NAVY ALL-AMERICAN EXAMPLES



Interactive



Informative



Key Insights

