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ANC Sports Slam Dunks Four New Signage Agreements

ANC Sports Enterprises announced new courtside signage and marketing agreements with four National Basketball Association teams for the 2009-2010 season. This increases ANC's NBA client roster to 19 teams.

The Philadelphia 76ers and Oklahoma City Thunder extended their existing partnerships and upgraded traditional rotational signage to the DLP® Digital Courtside Signage System.

The New York Knicks and Charlotte Bobcats became the two newest teams to partner with ANC. ANC will serve as the official courtside rotational and marketing partner of the Bobcats, and will bring in revenue for the team by placing sponsor advertisements on the televised advertising system and in additional locations. ANC's partnership with the Knicks has already led them to become the first NBA team to use LED technology courtside.

The DLP and LED courtside systems, which run on ANC's VisionSOFT software, feature an unlimited inventory and are capable of displaying real-time statistics in conjunction with a sponsor's message. For the four teams who have entered into new agreements, ANC will produce graphic content and provide game-day operation of the digital signage systems.

"We are committed to developing the most advanced technologies that will maximize the revenue and entertainment value of courtside inventory," said Jerome Cifarelli, president and chief executive officer of ANC Sports Enterprises. "ANC's different courtside signage systems offer our partners multiple options that support and create marketing opportunities based on individual team objectives."
