

## ANC Tips Off the NBA Season with New Courtside Systems

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*Partners with 28 of the 30 NBA teams, including courtside-signage systems with 20 franchises*

For the 2010-11 season, ANC Sports (Purchase, NY) has added two, NBA courtside partners, while two existing clients will be transitioning their courtside systems to new applications. The Miami Heat, Phoenix Suns, Sacramento Kings and Washington Wizards will feature new courtside systems during the 2010-11 season, raising the number of partners utilizing either ANC's DLP® or LED courtside platforms to 15 NBA teams.



The Miami Heat and Sacramento Kings are new additions to ANC's client roster; with the Heat selecting ANC's LED 6mm Diamond Vision™ courtside display to feature on both the camera-visible and opposite sides of the court, while the Kings will utilize the company's DLP®II digital courtside-signage system. The Phoenix Suns are planning to transition to ANC's LED Diamond Vision™ courtside display, and the Washington Wizards will replace the team's rotational platform with the company's DLP®II digital courtside signage system.

Additionally, ANC's full product line of courtside platforms offers rotational signage to either complement the digital technology or use in its place.

Driven by ANC's VisionSOFT™ operating system, ANC's DLP® and LED courtside systems feature an unlimited amount of sponsor opportunities on the signage prominently seen during television broadcasts. ANC's advanced software system also enables the courtside digital applications to interface with all the displays in the arena or feature individual graphics and information, offering new marketing packages for corporate partners.

After revolutionizing basketball in-game advertising with the development of the "Basket Profile" signage in 2007, ANC Marketing has also placed advertisers on the basket stanchion arms of 21 NBA teams.

ANC Design, the creative division of ANC Sports, will produce sponsor animations, team content and crowd prompts the LED and DLP® digital displays of 12 NBA teams.