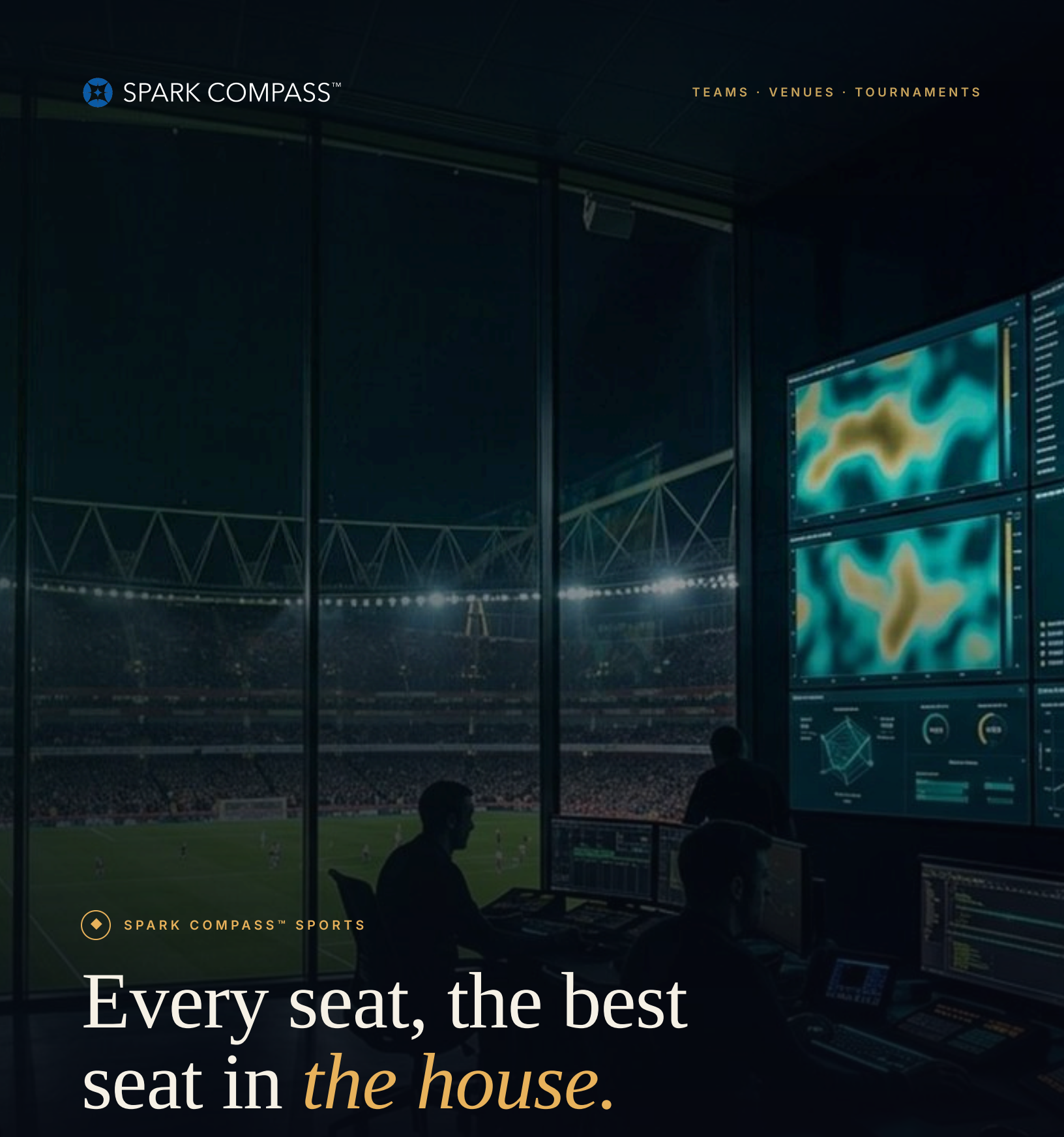


SPARK COMPASS™ SPORTS

Every seat, the best seat in *the house.*

One patented platform for fan engagement, sponsor proof and venue operations. It turns a ticket holder into a fan you know by name, on match day and every day after it.



1 THE CHALLENGE

Connected for the fan. *Disconnected for the venue.*

Tickets, travel, hospitality and concessions are bought in different places. The venue sees a sale, not a person. Sponsors receive impressions, not proof.

Spark Compass connects ticketing, hospitality, concessions, venue operations and sponsors into one live picture of every visit. The fan becomes the single source of truth: one profile, one journey, one platform.

01

Fill every venue

Rewards based on time at the event, so fans come early and stay.

02

Own the fan relationship

Know each fan directly, with consent. Your instance, your data.

03

Prove sponsor value

Verified presence, engagement and redemption, venue by venue.

2 THE PLATFORM

Sense. Unify. Decide. *Act. Verify.*

The platform runs inside your own app or one we build, and connects to the ticketing and venue systems you already run.



IN THE VENUE

Replays and AR

The corner in front of you from the driver's seat. The perfect line in augmented reality.

ON THE PHONE

Rewards and offers

Points for presence and dwell time. Sponsor offers at the right moment.

OPERATIONS

Crowds and safety

Live crowd flow, early incident response, guidance before queues form.



SPONSORS

Proof, not impressions

What each partner paid for and what it delivered.

ON SITE

A mobile AI pod

Fan data stays local at the venue.

ALL YEAR

Between events

The relationship carries to the next event.

3 PROOF

Proven where *the fans are.*

OLE MISS ATHLETICS

More fans in the stands

More than 500 beacons, 100 geofenced locations and 50 sponsor partner locations, with an AR field-goal game and a stadium light show.

Attendance up 21%. Coca-Cola sales up 15%. More than 140 million data points.

AMERICA'S CUP, BERMUDA

An island nation activated

Spark Compass ran inside the official event app, from the airport to the race village.

More than 4 million active users.

WIMBLEDON 2018, WITH IBM

Inside a partner-built app

Augmented reality activations across the grounds, with consented data capture.

Figures are confidential to the client.

MOTORSPORT

IndyCar with RLL Racing

Car data turned into live insight for fans, built with IBM watsonx.

The basis of the grandstand fan layer.

PARTNERS

Google Cloud	Amazon Web Services	IBM	Apple, Samsung, Qualcomm
Technology partner	Marketplace and channel partner	Build partner	Development partners

Know every fan, all year.

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sparkcompasssports.com

Patent notice. The Spark Compass™ technology is protected by issued patents, including United States Patents 9,338,622 and 11,489,914; European Patent 3,446,225, validated in Germany, France and the United Kingdom; China Patent ZL 201780037935.9; Hong Kong Standard Patent HK1261984; Macau Patent J/008063; and Mexico Patents 368540 and 387504; together with pending United States and international patent applications, and provisional applications. Additional patent applications are being filed. **Ownership.** All issued patents are owned personally by the inventor, Bernt Erik Bjontegard, and licensed to Total Communicator Solutions, Inc. d/b/a Spark Compass™, which is a licensee and not the owner. New inventions are filed through 9th Wave IP LLC, Puerto Rico. **Trademarks.** Spark Compass™ is a trademark. Third-party trademarks are used for informative purposes only and do not imply endorsement by their owners. **No offer.** This brochure is for information only and is not an offer to sell or a solicitation of an offer to buy securities. Screens and scenes are demonstrations with illustrative data.