







Click Effects is the ultimate product line for live event production. Video, graphics, data, audio sound bites - Click Effects allows you to easily control every element of your production. Click Effects systems are unrivaled in their power, flexibility, simplicity, and synchronicity. Additionally, Click Effects systems will give you a considerable return on your investment through creative revenue generating capabilities.

ONE TOOL. ONE PLATFORM. **ONE SOLUTION.**



AMERICAN AIRLINES ARENA MIAMI, FLORIDA - HOME OF THE MIAMI HEAT



“Click Effects is the backbone of HEATV and our Miami Heat game presentation. It’s 90% of our show! It’s quick, very easy to use and gives us incredible versatility, and the support that we’ve gotten is unmatched in this business...”

Ed Filomia

7 time Grammy Award Winner and Senior Director

Boadcast Services, American Airlines Arena, Miami, FL (Miami Heat)



Click Effects systems provide audio and video content control and delivery for live event production worldwide. From stadiums and arenas to broadcast setups, the systems of Click Effects - CrossFire, Blaze, BackDraft, and ProAudio - continue to set new benchmarks for the delivery, management, and control of content.

With a simple point and click, Click Effects systems deliver scheduled and live impulse video clips, audio tracks, graphics, animations, and sponsor ads that not only entertain audiences, but provide a powerful source of revenue generating opportunities.

Click Effects has redefined audio and video content delivery and entertainment for live events since its debut in 1993. Click Effects has spearheaded live event productions for the Super Bowl, Olympics, Ryder Cup, World Series, Final Four, Stanley Cup, NBA Championships, Indianapolis 500, and several NASCAR tracks as well as various professional markets worldwide.

CLICK EFFECTS' SPORTS MARKET SHARE



63%



68%



70%



75%



80%



American Airlines Center

Dallas, Texas | Dallas Mavericks/Dallas Stars

The American Airlines Center, home of the Dallas Stars and Dallas Mavericks, redefined indoor game presentation with the addition of over 24 LED screens and a state-of-the-art Click Effects content delivery solution. Through the use of four channels of Crossfire, six Blazes and automated redundancy from BackDraft, for the first time ever, an NBA/NHL facility could synchronize video over 24 LED screens from a single operator. The Click Effects development team worked with the expert venue staff to customize new functionality never before seen at an NBA/NHL facility.



Houston Toyota Center

Houston, Texas | Houston Rockets

The Toyota Center features multiple Click Effects content delivery solutions to greatly expand what is possible for an NBA production. Add the NBA's largest center-hung screen to an award winning production team, and the results are spectacular. Six channels of Crossfire, five Blazes, and redundancy via BackDraft all power the production. In what has been called the most sophisticated video board presentation in sports, the Rockets staff has created a look that has to be seen to be believed.



BC Place

Vancouver, BC, Canada | BC Lions/Vancouver Whitecaps

BC Place, home to the Vancouver Whitecaps and BC Lions, renovated their world-class facility to include the largest retractable roof and one of the longest LED boards in sports. Along with the 360-degree ring, a perimeter LED and a huge, center-hung display complete the visual production. A Crossfire, several Blazes, and a BackDraft-automated backup server work synergistically to light up all of those pixels with customized video for each display. Never before have so many pixels covering such a large area been so simple to control.



Can you feel the love? Buckeyes vs. Wolverines

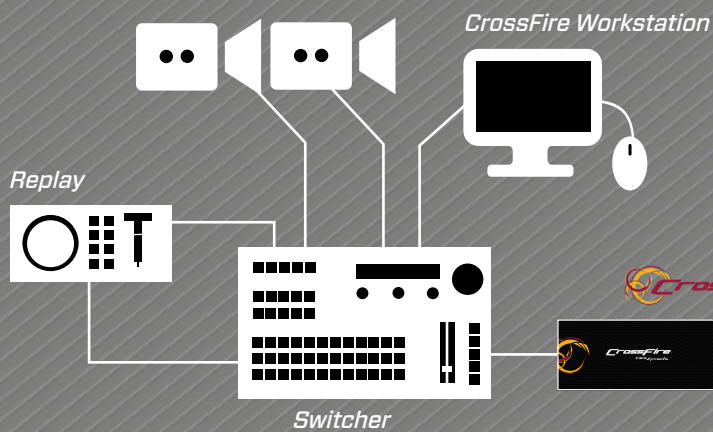
The notorious rivalry between the Big Ten's Ohio State Buckeyes and Michigan Wolverines is legendary! For over 100 years, these two juggernauts of collegiate sports have fiercely battled one another up and down the ice, parquet, and, most importantly, the gridiron, just for the bragging rights of dominance over each other. With that contentious history, what could these two ever possibly agree upon? Well, Click Effects of course! With various combinations of Crossfires, Blazes, BackDrafts, and ProAudio systems prominently featured throughout OSU's Schottenstein Center and Buckeye Stadium and at U of M's Yost and Chrysler Arenas, as well as the "Big House" - the largest college football stadium in the country - there are over 20 Click Effects systems in use. Both programs entrust Click Effects to deliver the highest quality, most dependable live-presentation experience possible... at each and every event. Let's face it, when you can get these two rivals to agree on anything, you must be doing something right!



Juventus Stadium

Turin, Italy | Juventus Football Club

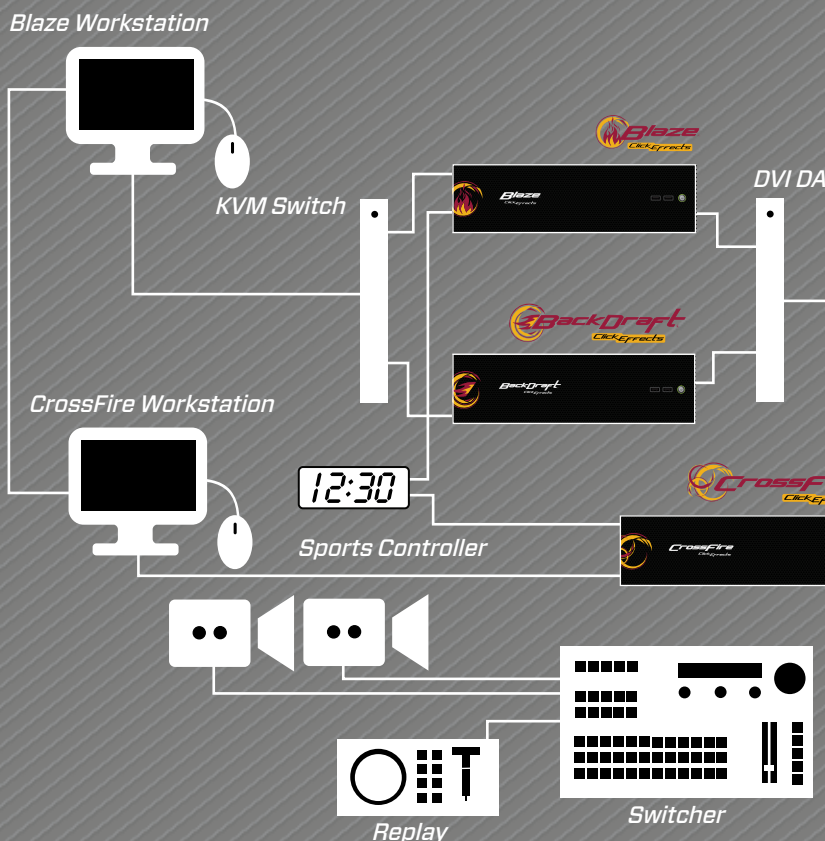
The Juventus football club is the most successful club in Italian Football history as well as a dominating force globally. Juventus recently opened their new stadium which includes two brand new LED video boards and one of the largest LED perimeter boards in football. To push the creative envelope beyond the typical installations in Europe, they purchased a combination of Crossfires and Blazes as well as the Click Effects Football scoring application to act as the backbone to their in-game presentation. Juventus has become the showplace for teams in Europe and beyond who are looking to raise the bar for their in-game entertainment.



Dudley Field
Vanderbilt University
Nashville, TN

A single LED video board with Crossfire

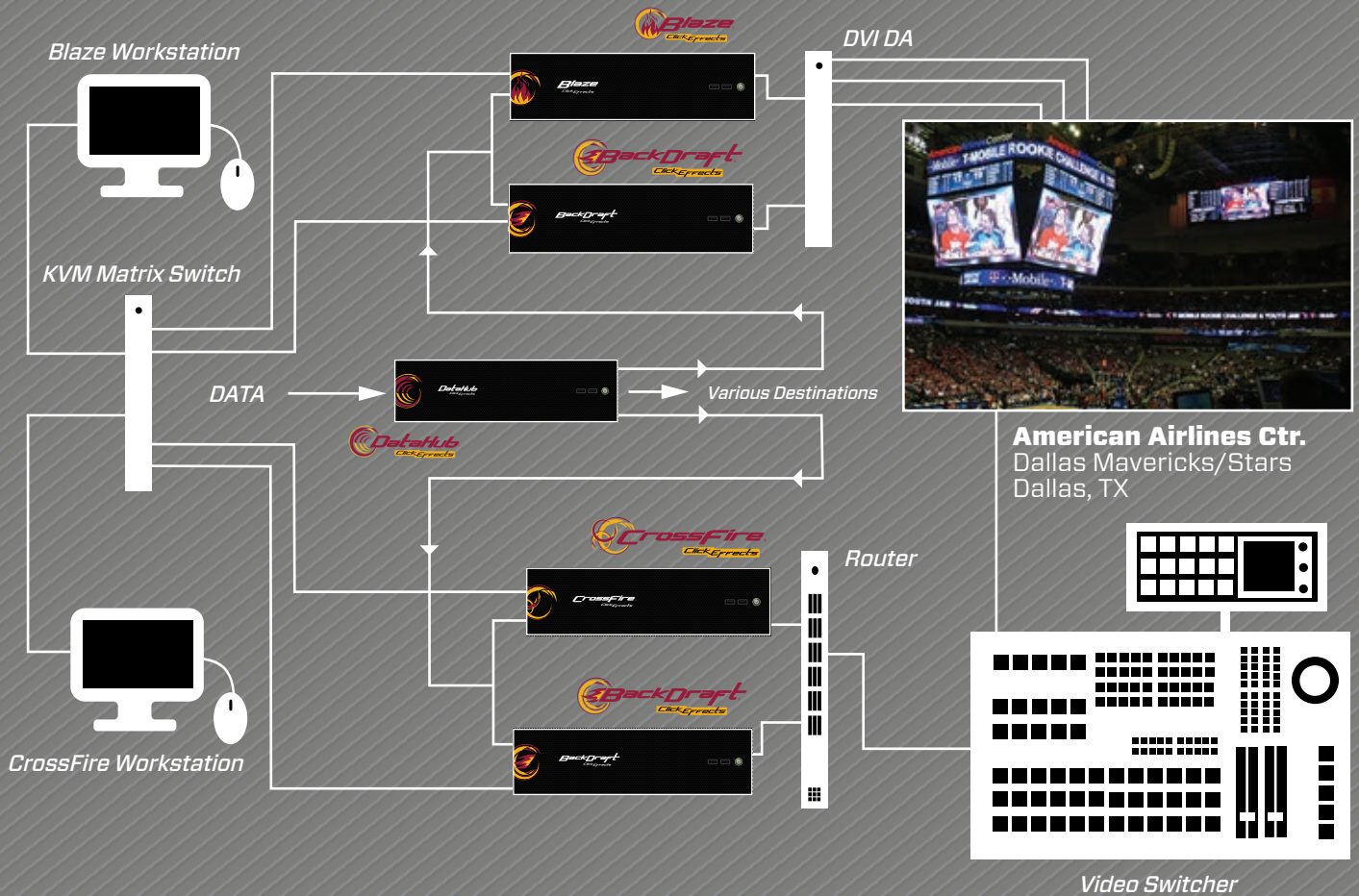
With a limited equipment list that includes a small video switcher, a couple of cameras, and at the heart of your production, a Click Effects Crossfire, even a novice operator has the ability to put on a show that looks like you've got an ESPN production truck around back. Player headshots, score boards, sponsor ads, and much more can spontaneously be displayed on the video board.



Lambeau Field
Green Bay Packers
Green Bay, WI

An LED video board and fascia

As illustrated above, by adding one or more Blaze systems an operator can control all fascia boards. Blaze systems can seamlessly interface with most of the popular scoring controllers and data sources to create graphics (e.g., scoring or statistical data).



Total live event control:

In the past, stadiums and arenas controlled their video production and scoreboards separately. With Click Effects video production, scoreboard control, closed-circuit TV, LED ad panels, outdoor marquees, and webcasts can be integrated into a seamless production. Ultimately, a simplified control system streamlines the event staff and operations.

Each installation has unique requirements, which are based on the number of LED video boards, LED fascia, video control room equipment, and budget. Whether building a control system for a small staff or a full broadcast control room, the versatility and simplicity of Click Effects systems provide the foundation for your custom live event production.

revenue generation unprecedented
tools solutions industry-leading
ideas pioneer quality
dedication stability
relationship ease-of-use
development
precedented user-friendly solutions interaction
technology performance
passion support ideas
know-how dependability relationship

"...Not only is Click Effects the true Innovator in the business, I've never known a company that provides the kind of personable and around the clock service that the Click Effects team provides..."

Bill Shanahan

President, HWS Sports

Mobile Bay Bears, Modesto Nuts, Mahoning Valley Scrappers

Owner - Columbia Blowfish

PIONEERS

Click Effects is at the forefront of the live event production industry. From the first ever in-stadium, pc-based digital audio playback system to the unprecedented ease-of-use offered by our expansive current product line, Click Effects continues to be on the cutting edge.

LEADS

Since 1993, Click Effects has been an industry leader. With the introduction of new user-interface concepts and the implementation of cutting-edge technology, Click Effects remains a step ahead of all competitors. The success of our company is born from the passion and dedication of the Click Effects team.



INTERACTS

Click Effects prides itself on its interaction with the end-users. By intergrating input from the end-users, Click Effects remains responsive and flexible in its continuing support and dedication to the complete satisfaction of each client.

INNOVATES

Click Effects feels the pulse of each industry that we serve. Introducing new technology to simplify complex concepts, Click Effects provides the necessary tools to create a show unlike any other. This is innovation at its best.



FAQ

Is Click Effects here for the long haul?

Click Effects has been an innovator and leader in sports content delivery for over 20 years. With a client base of over 1,000 and growth that has outpaced the industry for 20 consecutive quarters, Click Effects' leadership and presence in the sports market has no peer.

How does Click Effects handle support communications in a complex industry?

Click Effects is the gold standard for after the sale support. No other company in sports content delivery has a dedicated support staff that can rival the expertise and accessibility that Click Effects offers. It is no surprise that Click Effects consistently commands the highest satisfaction ratings in the industry.

Are Click Effects solutions truly affordable?

Click Effects combines a larger number of features into their systems than anyone else. If one were to purchase these features as stand alone systems the price of any project would skyrocket.

Are there other solutions available that have the same functionality as Click Effects?

There isn't a single competitor that can match the Click Effects systems feature-for-feature. Click Effects packs more features and flexibility into single workstation systems than any of its competitors.

Can Click Effects display data on video boards and other digital signage?

With industry leading low latency, Click Effects has been trusted by numerous professional leagues to provide real-time clock data for video boards, fascia, and in-house TV feeds. In addition, Click Effects can also display statistical information for the NBA, NHL, MLB, NFL, MLS, NASCAR, NCAA, and others. Customers looking to display real-time data love the unmatched power and flexibility offered by Click Effects solutions.

At what types of venues has Click Effects been used?

Click Effects audio and video systems have been used for the Olympics, SuperBowl, and numerous high-profile events. Click Effects can handle fully integrated large scale outdoor projects such as the Reliant Center and are the backbone of many of the largest MLS, NFL, NBA, NHL, and NCAA Division I facilities in the world.

Can Click Effects handle synchronizing multiple video boards?

Click Effects can synchronize multiple LEDs from one or multiple workstations with various delay settings and offset settings to account for third-party playback machines. This is unmatched in the industry.

Can Click Effects do scoring and timing?

Click Effects has fully integrated timing and scoring solutions for soccer and baseball with more to come.

COWBOYS STADIUM DALLAS, TEXAS - HOME OF THE DALLAS COWBOYS



"Click Effects service is reminiscent of earlier times when a vendor would bend over backwards to support their clients. Definitely 'Old School' in a very good way."

Dwin Towell

Director of Broadcast Engineering Services
Dallas Cowboys Stadium

The Click Effects Advantage

Click Effects leads the pack in many ways, continually offering superior solutions in an ever-changing marketplace. Being the first to pioneer digital video and audio playback for live events, Click Effects continues to be on the cutting edge.

Ease-of-Use



Built to simplify the most complex of tasks, while providing optimum value, Click Effects' premier product line is unparalleled for live-event presentation. If you are building your own complex game presentation, which could incorporate synchronizing multiple LED boards for moments of exclusivity, CG with numerous data fields, or even DVE's, the Click Effects intuitive user interface ensures that even the most advanced features are simple to implement and easy to use.

Flexibility



Click Effects knows each control room is different and lets you decide on the approach that works best for your environment, from each individual perspective. The systems offer considerable flexibility in multi-sport venues, using individual profiles for each sport or show. The versatility of Click Effects allows for consolidation of equipment and optimization of personnel.

Quality



Every aspect of each Click Effects system is designed by professionals, utilizing the latest technologies and the best commercial-grade hardware available. Custom-built hardware and software ensure the highest level of quality available. By controlling both hardware and software, Click Effects attains a level of reliability and durability that other systems cannot match.

Value



Right out of the box, Click Effects offers an unmatched set of features at your fingertips, providing unprecedented value, which instantly monetizes your investment. Dedicated key channels outputs, DVE's, and advanced CG capabilities are just some of the features we offer. Simply put, Click Effects' solutions offer the best value in our industry.

SCHOTTENSTEIN CENTER/OHIO STADIUM “THE HORSE SHOE”

COLUMBUS, OHIO - HOME OF THE OHIO STATE BUCKEYES



*"Being able to run all of these boards with one click makes our job so much easier...
The Click Effects system is more responsive than anyone else we've worked with...
That's why we always trust Click Effects!"*

Craig Brown

Manager Video Board Operations

The Ohio State University, Columbus, Ohio

Compatibility



Built to be compatible, connected to any piece of audio or video equipment, with no proprietary protocols or signal feeds, Click Effects is built to send content to the world. Unlike others, Click Effects does not target any specific LED vendor. This makes Click Effects a fit for both new installations and retrofits involving any type of display.

Performance



You get custom hardware and software, designed and assembled in-house. Others may use off-the-shelf, consumer-grade hardware but Click Effects does not, and thereby ensures performance and proven reliability when it matters most. Solutions that perform when you need them to perform. Click Effects performance is second to none.

Efficiency



Click Effects started with the easy-to-use, efficient user interface, and has continued to craft features and designs that are efficient across the board. Solutions that streamline control, save rack space, and minimize the environmental footprint. Forward-thinking solutions that work.

Support



Click Effects has best support team in the business – hands down. Always on call and with a direct line of response and direct access to experts, you don't have to wade through different levels of support. Click Effects knows you are in a 24/7 business. This is why Click Effects offers instant expert support so that you can continue to feel confident about the products you are using.

Dedication



Unlike competitors who have a wide range of interests, Click Effects is solely dedicated to live event production. Every single minute of R&D is spent supporting and perfecting your systems. With dedication comes passion. The entire Click Effects team is passionate about the dedication to live event production, and it shows in all aspects of the Click Effects offerings.



“The primary of our two screens in the stadium is the largest of its kind in Europe... It is therefore vital that our systems operational capabilities and content quality are state of the art. Click Effects products have allowed us to achieve this status”

Ciaran Havlin and Louise Wyse

Management and Operational Directors
Croke Park, Dublin, Ireland

thank you

From the very beginning of our existence, the Click Effects team has had one goal in mind in the conception and production of our systems; to provide the very best media delivery solutions available today for live events of any kind in venues worldwide. Our passion, drive, and commitment to continually be the first and the best with new, creative, user-friendly technology is never-ending.

All of our systems, CrossFire, Blaze, BackDraft, and ProAudio, as well as our new stats and graphics applications are born of the desire to be as responsive as possible to the people who matter the most to us, our customers. We pride ourselves on that responsiveness and adaptability to an ever-changing industry. Your invaluable feedback and input in the development of our systems is something we deeply appreciate and will never lose sight of. While some companies try to take a blanket approach to capturing a marketplace, the Click Effects team is more focused than ever on being the best at what we do and giving you the tools you need to provide the most dynamic multimedia entertainment possible to your customers and sponsors. We're proud to be trusted by the best.



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