

**THUNDER DOWN THE RACETRACK
GET HIT BY A 340 LB. LINEMAN
SPIN OUT IN TURN THREE
CRASH INTO THE BOARDS**



ButtKicker LIVE![®]

WHY JUST WATCH THE ACTION WHEN YOU CAN **FEEL** IT TOO

Experience Sports Like Never Before

ButtKicker LIVE!® is patented technology that enables the “excitement”, “impact” and “feeling” of sporting events to broadcast along with the sound and video. ButtKicker LIVE!® puts you into the action, whether you’re at home or at the event.

For sports like football and hockey, specially designed wireless sensors can be put on one or more players and the impact they feel can become part of the broadcast allowing fans at home to feel like they are literally part of the game, live and in real-time.

For motorsports, tri-axial wireless accelerometers attached to the vehicles enable their powerful vibrations to be broadcast, bringing the “excitement” and “power” of being track-side into the home. Taking the in-car camera to the next level, fans can now feel like they’re riding along with their favorite driver.

At Home

All viewers at home need is the easy-to-use ButtKicker Kit to feel the action through their couch.



Wireless tri-axial accelerometers and sensors capture vibration and impact data from multiple sources – vehicles, players, hockey boards, crash barriers, etc.



Viewers at home FEEL the impacts through their couch.

Wireless ButtKicker® System

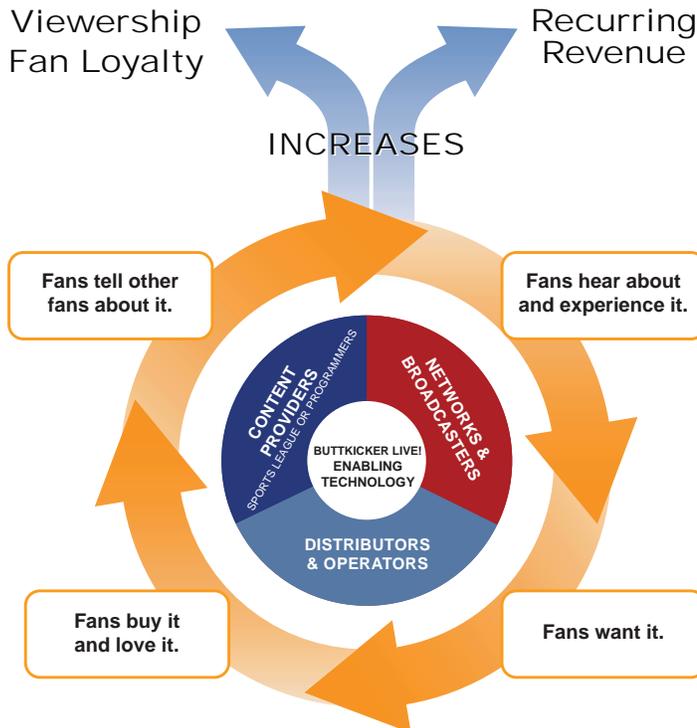
And, at the Event



Buttkicker LIVE!® brings enabled sports to the event (stadium, race track or arena) as well as the home. By installing Buttkicker units in a section(s) of seating, like luxury boxes or a sponsors "best seats in the house", fans can feel, and become part of, the action as it happens.

Buttkicker LIVE!®'s Recurring Revenue Model Benefits All.

Buttkicker LIVE!® provides economic benefits for the entire sports broadcast ecosystem: Content providers (sports leagues and programmers); networks and broadcasters; distributors and operators (whether *cable*, *DBS*, *FIOS*, *IPTV*, or *OTA*) can increase viewership, fan loyalty and revenue by offering Buttkicker LIVE!® "enabled" content with recurring revenue models and end-user hardware sales, similar to TiVo® and Slingbox®. Advertisers can increase viewer engagement and grow ad revenue with premium Buttkicker LIVE!®-enabled spots; all while fans enjoy an unprecedented connection with their favorite players, drivers and teams.



Rollout Testing & Progress

MOTORSPORTS



Select drivers at the NHRA Full Throttle Drag Racing Series in Norwalk, OH, participated in wireless technology testing for Buttkicker LIVE!®.

Unique accelerometers were attached to dragsters to capture and transmit the vibrations produced, with excellent results. When reproduced by a Buttkicker-brand transducer, top-name drivers described the feeling as being "exactly" what it feels like inside the car.

FOOTBALL



At the 2009 AFL Arena Bowl in New Orleans, LA, four Players (two from each team) were equipped with special sensors that

captured the impact of all their bone jarring tackles to more than forty Buttkicker LIVE!®-enabled seats in the end zone.

For more info, visit: www.thebuttkicker.com/arenabowlxxii

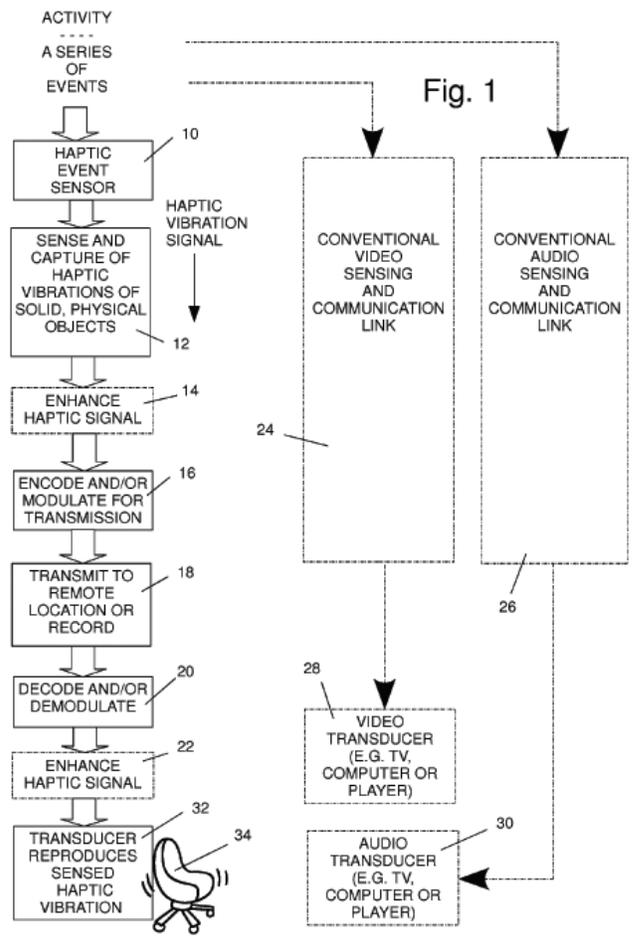
HOCKEY

Buttkicker LIVE!® was tested with the Columbus Blue Jackets NHL hockey team at the Nationwide Arena by placing accelerometers and pressure sensors on the hockey rink walls. Fans in a Buttkicker LIVE!®-enabled test seating area were able to feel the impact of players being checked against the wall.

Capture and remote reproduction of haptic events in synchronous association with the video and audio capture and reproduction of those events

Abstract

Method and apparatus for reproducing and applying reproductions of haptic vibrations that occur at a live activity to a remote video and audio viewer. In synchronism with sensing visible and audible stimuli to generate video and audio signals representing the video and audio at the activity, haptic vibrations of an object at the activity are sensed and converted to haptic vibration signals. A haptic vibration signal that is a reproduction of the sensed signal, a simulation of the haptic vibration, or an enhancement of the sensed haptic vibration signal is transmitted to a remote location or recorded. The haptic vibration signal contains information about the timing and characteristic of the sensed haptic vibrations and is recoverable separately from the visible and audible signals. At a location that is remote from the activity, that information is detected and used to generate and apply a reproduction of the sensed haptic vibration signal, in synchronism with reproduction of the sensed video signal and of the sensed audio signal, to an electromechanical transducer that is mechanically connected to a solid object in physical contact with a remote viewer.



About The Guitammer Company

The Guitammer Company, Westerville, Ohio, is a leader in low frequency sound. Its innovative and award-winning line of ButtKicker® brand low frequency audio transducers let users feel low-frequency sound (bass). ButtKicker brand products are used around the world, by leading entertainment and theater companies in movie theaters and attractions; by world-famous musicians; in home theaters, simulators and for car audio. ButtKicker brand products' patented design makes them musically accurate, powerful and virtually indestructible. ButtKicker is a registered trademark of The Guitammer Company. For additional information, visit: www.thebuttkicker.com and www.shakemycouch.com



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