

SMART Board interactive whiteboard scores TV touchdown for Jacksonville Jaguars Productions

Calgary, AB – April 20, 2004 – The SMART Board™ *for Flat-Panel Displays* interactive whiteboard from SMART Technologies Inc. is energizing television analysis of Jacksonville Jaguars plays with its touch control and digital ink capabilities. The interactive whiteboard is used on two local sports television shows, *THE Jaguars Show* and the *Jack Del Rio Show*, both Jacksonville Jaguars productions. Jacksonville Jaguars head coach, Jack Del Rio, and *THE Jaguars Show's* analyst, Jeff Lageman, telestrate plays and formations in digital ink over video clips of game footage and touch the interactive whiteboard to control video play.

Before the Jaguars started using the SMART Board *for Flat-Panel Displays* interactive whiteboard, supplementary analysis was produced prior to show tapings or live broadcasts. With the interactive whiteboard, preproduction is no longer necessary – broadcasters just touch the display to choose extra clips during a live show and can deliver their commentary spontaneously. To draw in digital ink, they simply use their index finger or pick up one of the colored pens from the SMART Pen Tray and write directly on the screen's surface.

"Now that we have SMART's interactive whiteboard, I can highlight and explain plays for fans with more ease and flexibility," says Jeff Lageman of *THE Jaguars Show*. "I have the freedom to be spontaneous with my analysis. For example, I can rewind and replay footage on the spot, and we weren't able to do that before."

"The size of the interactive whiteboard is perfect for diagramming plays, and there's no issue with respect to glare because its surface absorbs studio lighting," says Chris Sinclair, director of broadcasting, Jacksonville Jaguars. "It's an indispensable tool in the studio, and our staff have come to depend on it."

"For many years, SMART products have assisted coaches, from the high-school level to the pros, in strategizing and demonstrating plays," says Nancy Knowlton, president and co-CEO of SMART. "Now that coach Del Rio and Jeff Lageman are using SMART's interactive whiteboard in the studio, Jacksonville Jaguars fans are more informed because of the expert analysis they watch every week."

About SMART Board *for Flat-Panel Displays* interactive whiteboards

The SMART Board *for Flat-Panel Displays* interactive whiteboard is an overlay that attaches to a plasma display or liquid crystal display (LCD) panel and transforms it into an interactive whiteboard. The overlay fastens easily and securely to the display, enabling users to control computer applications or navigate websites simply by touching the display surface. Users can write over applications in digital ink and then edit, save, print or post their notes online for future reference. The interactive whiteboard preserves the crisp, bright image of the display and is available for many popular models, for screen sizes ranging from 37" to 61" (94–155 cm).