





KISS



KISS AND GCMVP
PARTNERSHIP DECK

WED APR 17 2018



FILTER FAN CAM

KISS EDITION

**YOUR MUG WAS MADE
FOR THE BIG SCREEN**





FILTER FAN CAM
KISS EDITION

 **PLAY VIDEO**

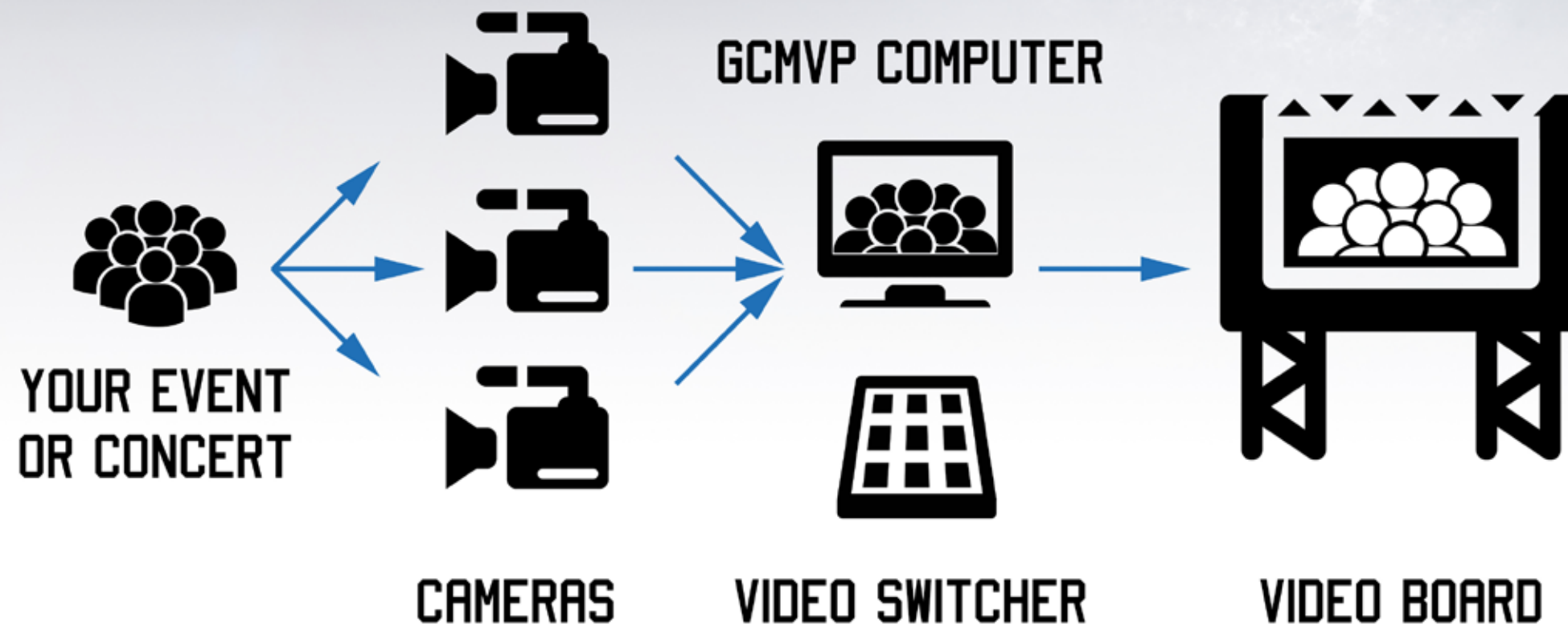
<https://www.gcmvp.com/filter-fan-cam-kiss>



“Biggie Size” one of the most popular and entertaining social media apps in use today with Filter Fan Cam, from Game Changer MVP. Now, Snapchat style photo filters can be applied to live shots of fans during concert events and music festivals. Choose from our extensive filter library, or create custom filters that showcase what’s unique about your event. Imagine all the fun possibilities as these creative and funny images are displayed on video boards. Concert fans love seeing their face front and center on the big screen. Apply these fun, interactive filters to live shots and you take the concert experience to a new level of fan engagement and entertainment.

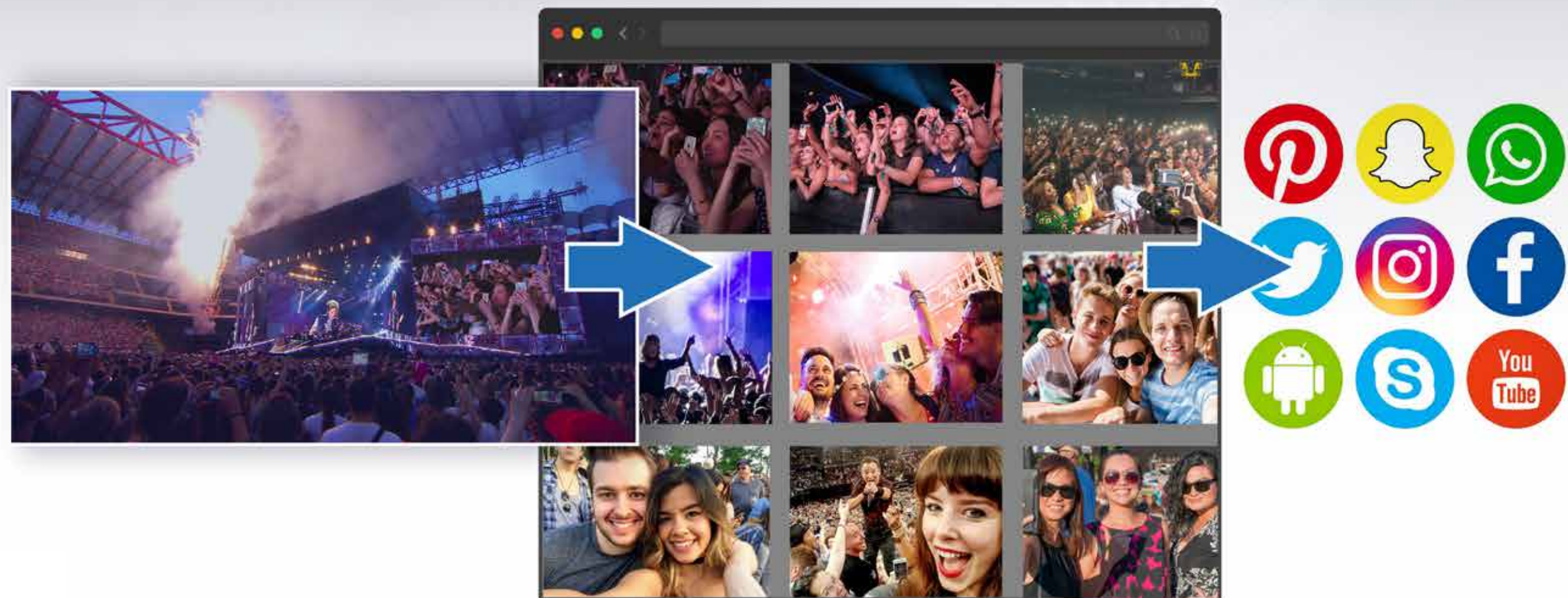


FILTER FAN CAM FLOW CHART



STAR MAKER

Everyone deserves their moment in the spotlight. Star Maker, from Game Changer MVP, captures a concert highlight featuring you on the big screen and helps share it on social media with family and friends.



Select a photo or video and post it to your favorite social thread. It's that simple...and so much fun!



FLASHPOINT

GENERATE EXCITEMENT
IN A FLASH!



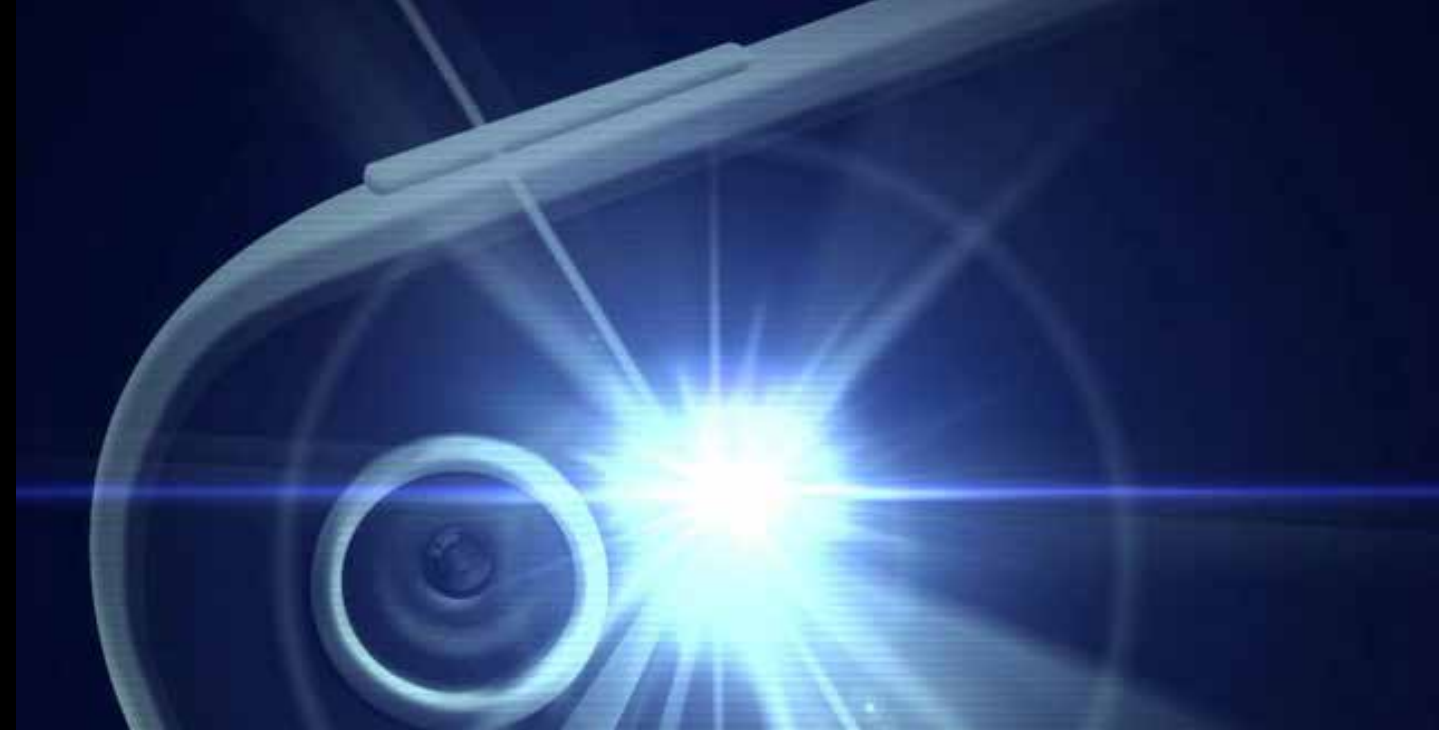
In a flash, a single spark can ignite a fire. Introducing FLASHPOINT – the exciting new interactive app from Game Changer MVP, designed to engage and entertain crowds in a new, fun and distinctive way.

FLASHPOINT is the perfect compliment to major concerts and entertainment events. Using the video display and strobe on smartphones, the app links audiences to an exciting and unforgettable engagement experience.

Use FLASHPOINT to share the love for a favorite band in concert. The app connects participants through a unified flash and graphic/video display on their smartphone. One-by-one, see and feel excitement build throughout the stadium or entertainment venue to a feverish pitch.

FLASHPOINT is a convenient and cost effective way to engage your audience and it's easy to sync with music or video displays.

One app, thousands of participants – all sharing their excitement in a unified voice. Connect fans and generate excitement in a flash with the latest innovation in event entertainment. FLASHPOINT from Game Changer MVP.





MUSIC TRIVIA

IS THAT YOUR
FINAL ANSWER?



What song is currently at
the top of the Billboard
Hot 100 chart?

GOD'S PLAN

PSYCHO

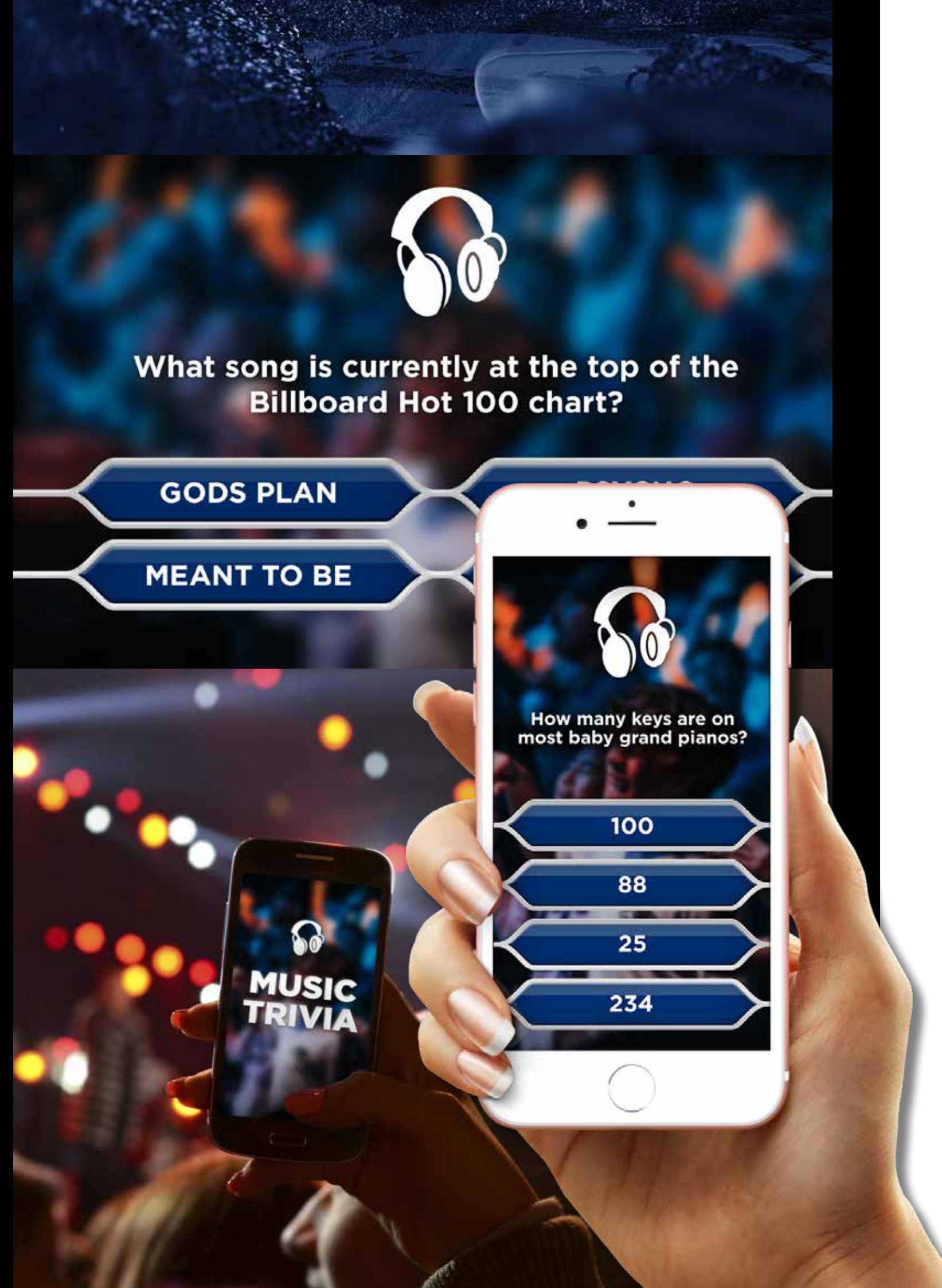
MEANT TO BE

THE MIDDLE



There's no such thing as a casual music fan. Concert goers share a true passion for the music and bands they love. They enjoy getting to know everything about the band and what inspires their music. They also love connecting with other fans who share their enthusiasm and loyalty.

Music Trivia, from Game Changer MVP, is the perfect meeting place for concert fans. The game tests their knowledge about popular artists, bands and music. The questions are fun, entertaining and challenge their depth of knowledge about past and current performers and the music that propelled them to stardom. Custom sponsorship opportunities can be integrated into the game to deliver advertising messaging, special offers or prize fulfillment. There's no question, Music Trivia is the answer to entertain and engage your concert fans.





NOISE METER

**LET'S MAKE
SOME NOISE**





Here's a new interactive take on an old classic from Game Changer MVP. Music fans love to show their enthusiasm and this game registers that passion in decibels. Concert goers are prompted to open the Noise Meter game app on their smartphones. When concert video screens display the live meter, fans cut loose, cheering into their phone.

The mobile app displays their volume and awards points based on maximum levels and consistency. The meter, displayed on concert video screens, reflects the cumulative intensity of everyone in the audience. Some of the loudest individual noise meter readings are posted to the video displays with fan usernames and photos. When the sound check concludes, the loudest pipes in the crowd can be recognized as the king and queen of scream.





SONG VOTING

LET'S MAKE
SOME NOISE

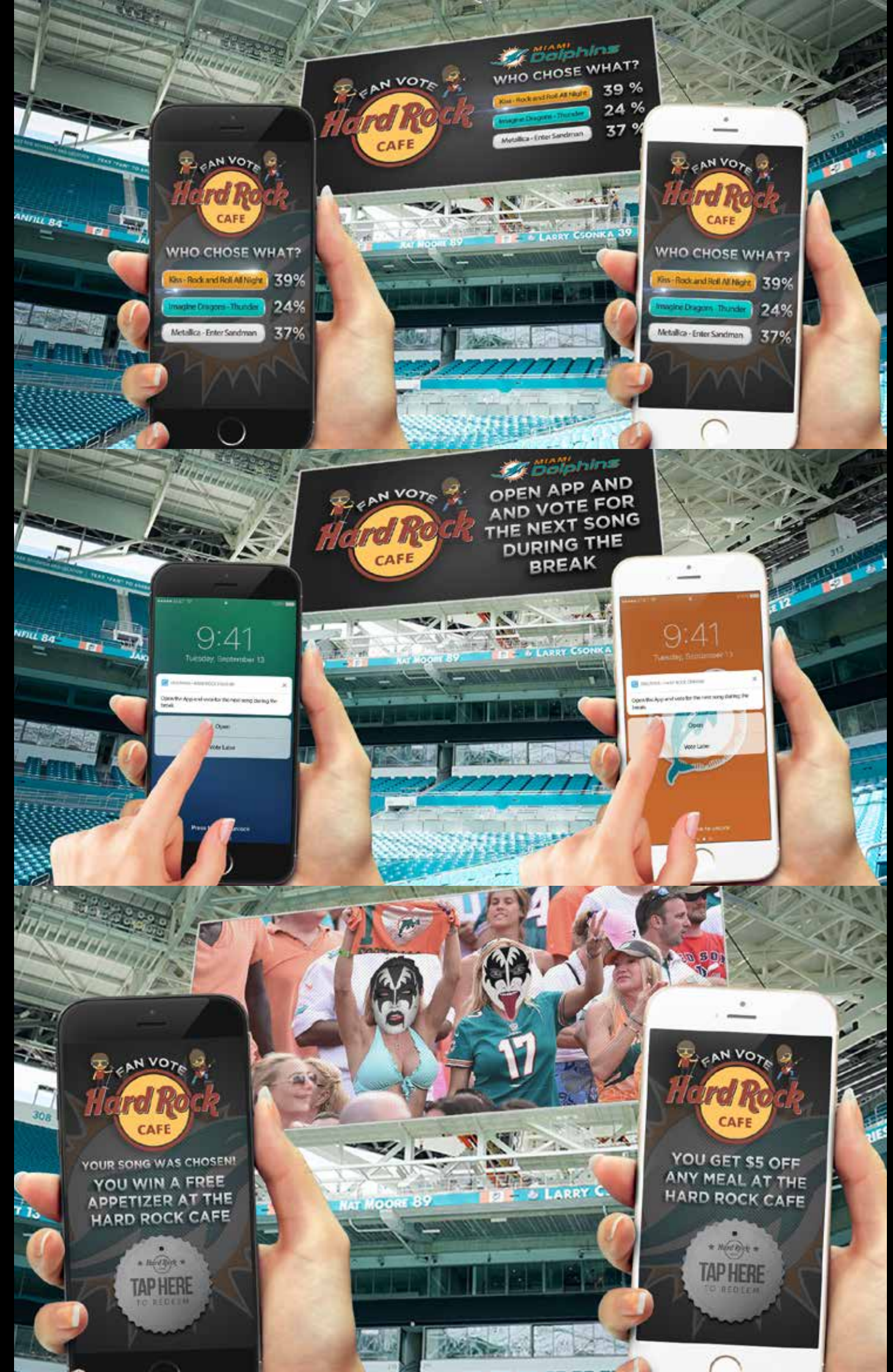


SONG VOTE





Every music fan has favorite songs they can't wait to hear! Here's their chance to help set the concert playlist using a smartphone. Song Vote, from Game Changer MVP, gives fans a voice on featured music. Customize the vote to select the opening song, the entire set, or the closing number. Whatever the artist or band agree to, we can connect them to the will of their passionate and loyal fans.





ABOUT US

WHY GAME CHANGER MVP

EXTRAORDINARY TALENT

Effort has the power to change the outcome of any venue experience...

Tipping the competitive advantage in your favor.
It's easy to spot a game changer.
They stand out without even trying.

They play on a different level and challenge everyone around them to elevate their game.



THIS IS WHO WE ARE AND WHERE WE PLAY



SPORTS



GAMES



HEALTHCARE



COMMERCIAL



LIVE VENUE



ENTERTAINMENT



FILM



PRODUCTION



AUTOMOTIVE



EMMY WINNING



PRODUCING



ADVERTISING

OUR CLIENT NETWORK

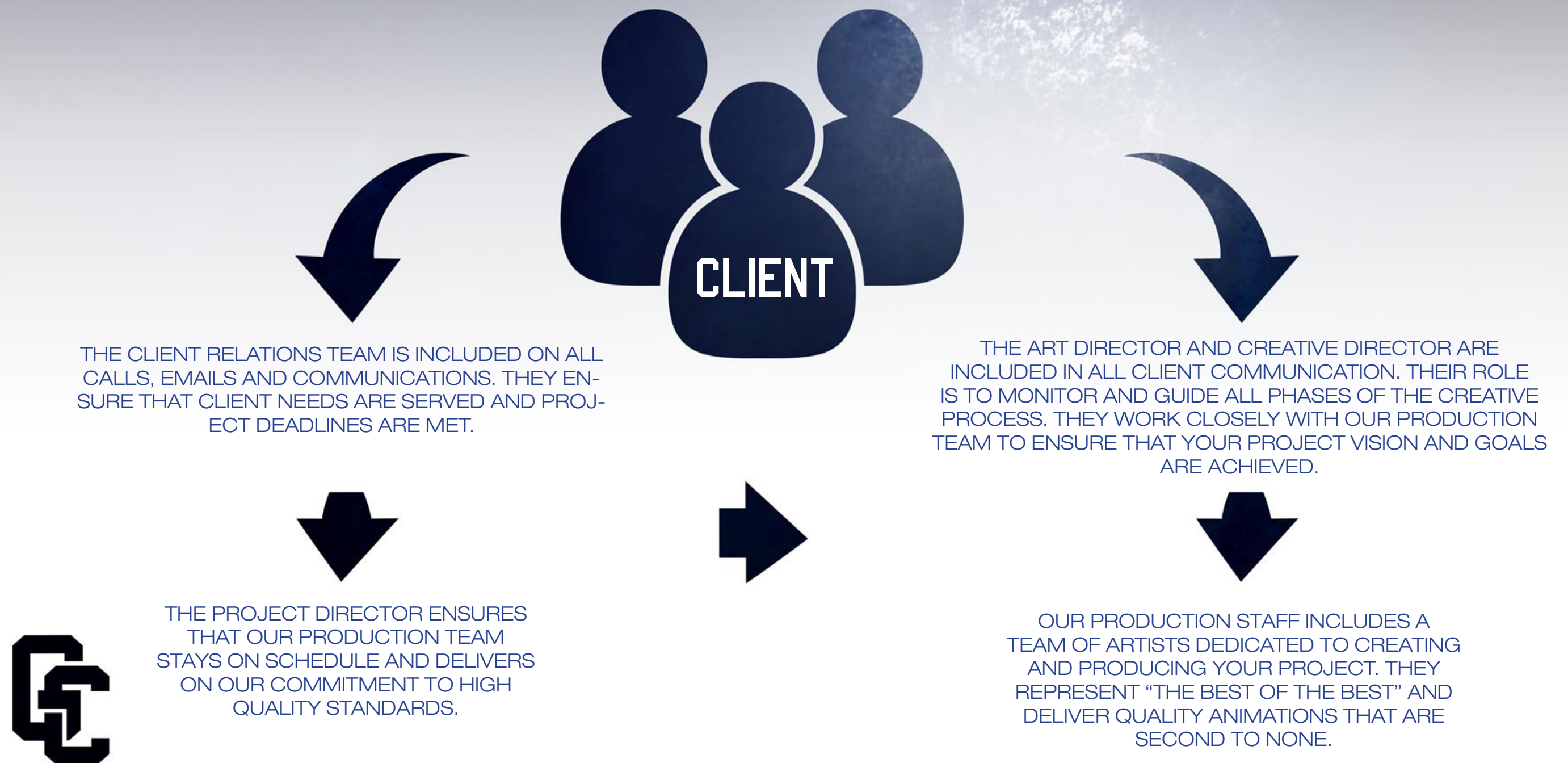
INTERNATIONAL

Our work illuminates legendary live venue events and jumbotrons across the country with dynamic video, graphic displays and interactive games...

Game Changer is currently serving the production, brand imaging, interactive gaming and VR needs of 25 professional sports franchises, professional rodeo circuit, concert series, corporate companies and educational firms.



COMMUNICATION PROCESS



MEET THE CORE TEAM

OUR GAME CHANGER TEAM UNDERSTANDS LIVE ENTERTAINMENT,
FEATURE FILM PRODUCTION AND INTERACTIVE GAMING.



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CREATIVE DIRECTOR

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MATT COY
EVP/GM

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EMMY WINNING TEAM

SHAWN BARNETT

CEO



Shawn's successful career in feature films and with Game Changer was built on a solid foundation of graphic design, animation and virtual combat simulations.

Shawn's big break in feature films was at Legend 3D, where he quickly earned a lead role as, "Comp Supervisor." In that role, Shawn is screen credited for his leadership on "Transformers 3 Dark of the Moon." Shawn is respected for his expertise in producing the highest quality visual effects and compositing for stereoscopic playback. Shawn's performance, experience and reputation led to more film work with industry leading studios like; Industrial Light & Magic, Digital Domain, Paramount, Sony and DreamWorks. These professional collaborations engaged his skills to create and manage the production of visually stunning stereoscopic feature and catalog films, utilizing Nuke AE and CGI elements.

After supervising the re-release of Top Gun at Legend, Shawn was hired to work with Deluxe Studios in Los Angeles on "John Carter," "The Avengers" and the re-release of "Titanic." In 2012, Shawn began work with Pixomodo Studios doing traditional 2D VFX compositing on "Spiderman" and "Game of Thrones," along with other award winning shows and feature films.

Shawn's skills, experience and creative management resume have proven valuable in developing specialized industry training for new employees, outsource facilities in India and college students.

SEAN HOPKINS

VICE PRESIDENT



Sean's professional career began in television, developing an expertise in field video acquisition and post production editing. He left the industry to embrace new opportunities in the world of sports entertainment and fan engagement. Sean opened his own business, starting as a one-man-shop, that grew to a robust company serving the needs of some of the biggest and most successful sports franchises in the country. During his tenure, Sean has worn many hats, bringing innovation and leadership to every role. He has a consistent record of delivering creative, impactful, awardwinning content to his clients in professional sports and broadcast television.

In addition to producing success in traditional media, Sean extends that same commitment to excellence in interactive projects. His high production standards, creativity, and innovative spirit are reflected in a vast number of projects serving the needs of professional sports franchises and other leading companies around the world. No matter the challenge, Sean brings a balanced focus on design, function and implementation to every project he works on. His skills, experience and versatility lend strength to the team.

RYAN TRENHAILE

CREATIVE DIRECTOR



Ryan is a talented artist formally trained in Multimedia Design at the School of Communication Arts in Minneapolis, MN. His creative gifts have earned him notoriety, respect and success in the gaming and film industries as well as an Emmy Award.

Ryan's career was distinguished early by the creation and development of popular games for Ken Griffey Jr. Baseball...and the infamous Resident Evil. In addition to his prowess in game design, Ryan also applied his experience and talent to work on major Hollywood projects like; "Captain America," "Thor," "The Avengers," "Prometheus," "The Amazing Spiderman" and the animated features, "Shrek" and "Kung Fu Panda." These films helped nurture a deep understanding of the nuances of stereoscopic 3D design and production.

Ryan is putting this synergy of experience in gaming and feature films to good use on the current wave of innovative projects for Game Changer.

EXECUTIVE VP / GENERAL MANAGER

EVP / GM



With 15-plus years in sports presentation, Matt Coy has experience in every major sport including football, baseball, soccer, beach volleyball, hockey and many more. His career has included three Summer Olympics, three Winter Olympics, five NFL Super Bowls, two FIFA World Cups, and many other large scale events.

One of the most well rounded producers in the industry, Coy has entertained fans for major league teams and events including, the Dallas Cowboys, the Los Angeles Dodgers, AVP Pro Beach Volleyball, Major League Soccer, Phoenix Coyotes and San Diego Padres.

Matt says his greatest success was producing the Men's Ice Hockey venue at the 2010 Vancouver Olympic Winter Games.



CREATIVE MANAGEMENT



TREVOR GRACIANO
PROJECT MANAGER

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Trevor has been building armies of elite production forces for the past eight years, but has been creatively fueled since the doctor cut the cord. An Emmy Award for a student film he wrote, directed, and produced in 2008 lit a raging fire that cannot be contained. Since then he's produced countless short films and supervised over twenty-five Hollywood feature films. Including Marvel's Doctor Strange, Disney's Alice Through the Looking Glass and Pete's Dragon, Paramount's Transformers franchise, and Sony's Smurfs movies. He's enormously proud of an international studio expansion he helped oversee as a creative supervisor, which went on to build its staff to over two hundred creative, technical, and production employees.

In his free time, he enjoys climbing to the highest peaks, and re-watching movies from the 90's.

As Game Changer's resident production efficiency aficionado, a.k.a. Project Manager, Trevor is responsible for ensuring each task is initiated with ease and taken promptly to completion with the utmost style.

INTERACTIVE MANAGEMENT



JEFFREY RICKEL
INTERACTIVE MANAGER

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From a young age, Jeff has been surrounded by technology and had the opportunity to grow up alongside it as the digital age developed, from the 8-bit era to the rise of the internet to the introduction of 4K entertainment. He has had the privilege to work supporting technology since his teenage years while also diversifying his abilities by working in customer service, restaurant and facilities management, and live sound production. This diverse background has given him a broad knowledge base that he uses to provide technical help and creative input from a customer focused perspective.

Jeff is also a lifelong sports fan and brings a passion for live sporting events with him. He enjoys the challenge and the thrill of helping to craft incredible experiences that engage fans and enrich the gameday experience.

CLIENT RELATIONS



COURTNEY DANIEL
MANAGER
CLIENT RELATIONS
AND ACCOUNTS PAYABLE

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Courtney began her career within the Customer Service field many years ago and has been working within the billing/accounts payable industry for over 4 years. Not long after college, she began working in the sports entertainment industry and quickly realized her passion for the field. Working in this industry fueled her desire to pursue her education further and she recently received her M.S. in Marketing.



CLIENT LIST



NON SPORTS CLIENTS



SONY



CIRQUE DU SOLEIL



SPONSORS



CASE STUDY - VEGAS GOLDEN KNIGHTS



CLIENT:

Vegas Golden Knights

PROJECT:

Launch – NHL Expansion Team

CATEGORY:

Graphic Design & Production, Fan Engagement, Sponsor Integration

ABOUT THIS PROJECT:

Game Changer MVP is honored to partner with the Vegas Golden Knights on their inaugural NHL season. Game Changer MVP was instrumental in the design and production of graphics, animations, video ice projections and sponsored ribbon boards featured during games. We worked closely with the Knights to insure that every production element seamlessly integrated into their workflow, including the Ross Xpression package and custom editor's toolkit. Everything behind the scenes, and displayed within T-Mobile Arena, was executed with the same dynamic precision as the team's performance on ice. Game Changer MVP also enhanced fan engagement through the introduction of their popular Filter Fan Cam and fun interactive games. From the NHL Awards Show & Expansion Draft, to regular season games and the post season run, Game Changer MVP is proud to showcase the hottest team on ice.

CASE STUDY - DALLAS COWBOYS



CLIENT:

Dallas Cowboys

PROJECT:

Legacy Partnership

CATEGORY:

Graphic Design, Production, Fan Engagement, Sponsor Integration

PROJECT SUMMARY:

The best proof of a successful partnership is longevity. Game Changer MVP has worked with "America's Team," The Dallas Cowboys since 2011. We support the Cowboys in unique and diverse ways, by showcasing their prestigious brand, adding informative and entertaining content to games, and providing new and innovative ways to attract advertising sponsorships. Our work resonates throughout the organization in graphic packages, animations, game opens, sponsored ribbon boards, music videos and special alumni player features. Game Changer MVP is also active engaging Cowboy fans through Filter Fan Cam and our library of fun interactive games. These products offer universal appeal to fans and sponsors alike. Initiating a partnership is easy, but sustaining it over time is testimony to delivering on your promise and performance every day.

QUOTES



WORKING WITH GAME CHANGER OVER THE YEARS HAS BEEN GREAT.

FROM CONCEPT TO COMPLETION THEY HAVE ALWAYS GONE ABOVE AND BEYOND TO DELIVER A PRODUCT THAT EXCEEDS EXPECTATION.

THEY TAKE GREAT PRIDE IN THEIR QUALITY OF WORK AND IT IS EVIDENT EACH YEAR TO THOUSANDS OF FANS.



CORY MILLER

**DIRECTOR OF EVENT
PRESENTATION**

**DALLAS COWBOYS
FOOTBALL CLUB**



QUOTES



I'VE HAD THE PLEASURE OF WORKING WITH GAME CHANGER FOR THE PAST 3 YEARS AT THE SAN ANTONIO STOCK SHOW & RODEO.

SEAN AND HIS TEAM BUILT OUR ENTIRE DIGITAL AND VIDEO INVENTORY FROM SCRATCH FOR OUR 18 DAY EVENT AND EXCEEDED OUR EXPECTATIONS FROM DAY ONE.

WE VETTED MANY COMPANIES FOR OUR PRODUCTION NEEDS AND GAME CHANGER CONTINUES TO DEMONSTRATE WHY THEY ARE A GREAT ASSET TO OUR TEAM WITH THEIR PROFESSIONALISM, CREATIVITY, PROBLEM SOLVING AND TECHNICAL SKILLS".



MIKE PLUMMER

**VP OF SPONSORSHIP
SAN ANTONIO RODEO**



QUOTES



STARTING A FRANCHISE IN PROFESSIONAL SPORTS IN THE ENTERTAINMENT CAPITAL OF THE WORLD REQUIRES A TEAM OF DEDICATED, COLLABORATIVE INDIVIDUALS WHO ARE WILLING TO POUR THEIR HEARTS AND SOULS INTO CREATING SOMETHING SPECIAL.

GAME CHANGER WAS THE PERFECT GROUP TO HELP US ACHIEVE THIS GOAL. THEY ARE A TALENTED BAND OF HIGH END CREATIVITIES WHO CAN TURN THINGS AROUND QUICKLY AT A VERY HIGH LEVEL WHO FIT THE BILL FOR THE VEGAS GOLDEN KNIGHTS. THE GAME CHANGER MVP TEAM WAS COMMUNICATIVE, FLUID IN THEIR PROCESSES WITH OUR EVER-CHANGING DEMANDS OF SUCCESS.

WE ARE VERY PROUD TO CREATIVELY PARTNER WITH GAME CHANGER ON NUMEROUS CREATIVE ELEMENTS THAT HELP GIVE THE VEGAS GOLDEN KNIGHTS AN ELECTRIC FAN EXPERIENCE. WE ARE VERY PROUD TO CALL GAME CHANGER MVP CREATIVE PARTNERS THIS YEAR, AND HOPEFULLY MANY YEARS TO COME.



JONNY GRECO

**VP ENTERTAINMENT PRODUCTION
VEGAS GOLDEN KNIGHTS**



QUOTES

“

WORKING WITH GAME CHANGER ON THE SPONSORSHIP LED'S AND IPTV HAS BEEN GREAT!

THIS IS OUR SECOND YEAR NOW WITH THEM HANDLING THE BULK OF OUR SPONSORSHIP NEEDS. THEIR QUALITY, RELIABILITY, AND SERVICE ARE UNBEATABLE. THEY LISTEN AND REALLY WORK WITH OUR SPONSORS TO DELIVER WHAT WE THEY WANT AND GO THAT EXTRA MILE TO MAKE THEM HAPPY.

WITH THE TIGHT DEADLINES AND NEED FOR EXCELLENCE , I CAN'T THINK OF A BETTER PARTNER THAN GAME CHANGER TO DELIVER



RICH MEYERS

**VP ENTERTAINMENT PRODUCTION
OILERS**



QUOTES

“

WE HAVE REALLY ENJOYED WORKING WITH GAME CHANGER. THEIR CREATIVITY IS TOP NOTCH AND THEY REALLY BRING OUR VISION TO LIFE.

THE PROJECT FILES THEY PROVIDE ARE INCREDIBLY WELL LAID OUT AND VERY EASY FOR OUR EDITORS TO MANIPULATE. I HIGHLY RECOMMEND GAME CHANGER AND I LOOK FORWARD TO EXPANDING INTO THEIR OTHER OFFERINGS AS WELL!



DAVID LUNDIN

**SENIOR DIRECTOR PRODUCTION AND OPERATIONS
BROADCASTING GAME PRESENTATION
WASHINGTON NATIONALS**



REFERENCE

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THANK YOU



WE LOOK FORWARD TO OUR COLLABORATION

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