



EIM Solutions
Event Information Management

EIM SOLUTIONS LAUNCHES CUTTING EDGE WEB AND IPHONE APPLICATIONS

Applications to Revolutionize Live Event Communication Through Event-Specific Microsites and New eFan iPhone Application

EIM Solutions, a global leader in IT services and data handling for major sporting events, has announced the launch of its new web-based live communication platform featuring event-specific microsites and eFan, a new iPhone/iPod application. The new event-specific microsites and eFan application will allow users to follow sporting event action in real-time and will provide access to live scores and rankings, start lists, results, athlete profiles, event info and more.

EIM Solutions takes live event communication seriously and through these new live platforms will take sport event data handling to a new level. The new web based information system is targeted at sports fans, sports commentators, athletes, webcast and tv viewers, journalists and other media. Users will be able to check who is the current leader of an event, follow real-time updated standings, look up start lists and results, access profiles on each athlete all updated live using the microsite and eFan application tools.

The new services will enable EIM's event customers to keep their audience around the globe up-to-date and informed and provide a new level of live information and fan interaction. The event customers will also have access to reserved space on the microsites and eFan application for partner advertising to increase event sponsor exposure.

EIM Solutions plans to continuously add new features to the applications such as more in-depth statistical information on individual athletes (best placements, recent results etc.), athlete photos, partner advertising, automated Twitter and Facebook updates and additional front-ends for mobile devices. EIM also plans to introduce a public scoring iPhone and web application that will allow anyone around the world to submit scores from events and compare public votes with judge scoring.

In January, the new services will be available at the international snowboard events O'Neill Evolution (Jan 4-9) and Burton European Open (Jan 9-16) in Switzerland.

Event Microsites: <http://live.eim-solutions.com>

iPhone Application "eFan": download for free from iTunes App Store

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About EIM (Event Information Management) Solutions:

EIM is a worldwide leader in full-service data handling solutions for sports events, delivering a complete range of event services based on customizable and flexible IT systems to its customers. EIM's expert teams manage all data-driven processes at sports events and provide fully integrated, real-time data processing. EIM is a preferred partner for event organizers, governing bodies and sports marketing agencies who organize and produce events in snowboarding, freestyle skiing, skicross, boardercross, kitesurfing, windsurfing, wakeboarding, skateboarding, mountainbiking, BMX and MotoCross.