



SMARTER. FASTER.  
The Ultimate Sports Operations Solution



**ICE is an interactive technology tool used to access, manage and utilize critical analytical information**

STATS Sports Solutions Group creates next generation sports information services and specialized solutions for front-office, coaching and scouting personnel. Using specialized data visualization, presentation, and interactive technologies -- STATS' ICE system helps teams leverage their most important assets and make faster and better decisions.

ICE provides your organization a best-in-class personnel management, player evaluation and game preparation system to offer a new level of operational efficiency and strategic insight. ICE integrates directly with all of your organization's current assets –including video, scouting, salary, medical and league reports – and allows you to extract more value from prior tech and analytical investments. ICE elevates the value of STATS' proprietary X-Info and player tracking data by tagging the most detailed game events, mapping them to video and presenting data in an optimal and contextual manner.

The screenshot shows the ICE LITE web interface. At the top, there is a navigation bar with the ICE LITE logo, a user greeting 'Welcome, Ryan Warkins', and a 'Sign Out' button. Below this are tabs for 'Boards' and 'Evaluation', and status indicators for '0 team(s) selected' and '0 player(s) selected', along with a 'Clear All' button.

The main content area features a filter section with tabs for 'NFL Players', 'NFL Teams' (selected), 'College Players', and 'College Teams', and a 'By Stat' button. Below these are dropdown menus for 'Conference (All)', 'Division (All)', and 'Team Win % (All)'. A search bar is present with the placeholder text '[Search Team Name] - minimum 4 characters required' and 'Search' and 'Reset' buttons.

The 'Board Results' section displays a grid of team cards. The first row shows cards for Atlanta Falcons (20), Miami Dolphins (19), St. Louis Rams (18), Seattle Seahawks (18), and Washington Redskins (16). The second row shows Washington Redskins (16), Chicago Bears (16), Philadelphia Eagles (15), and Cleveland Browns (14). The third row shows Indianapolis Colts (13), New York Jets (13), New York Giants (12), and Arizona Cardinals (11). The bottom row shows cards for 11, 11, 10, and 10.



## Integration Points

- ✔ ICE allows clubs to extract more value out of prior tech and analytical investments
- ✔ Connect to STATS' unique services such as X-Info
- ✔ Integrate directly with all current assets → video, scouting, salary, medical, league

## Interactive Player Board

- ✔ Improve overall collaboration process with digitized board scenarios
- ✔ "Drill down" into a specific data sets → measurables, medical, stats, scouting & video
- ✔ Take player rankings from the 'War Room' to an arms-reach on the desktop

## Interactive Functionality

- ✔ Digitized Player Cards provide multiple levels of information (public & proprietary) through one simple interactive interface
- ✔ Robust Player Evaluation capabilities → compare players on key metrics over set date ranges or week to week
- ✔ Pre-determined log-on features allow you to control user access points and protect confidential information (salaries, medical, etc.)

## NFL X-Info™

- ✔ Most detailed game events broken down and mapped to video
- ✔ "X-Info" level analysis includes YAC, Burned Defenders & Broken Tackles
- ✔ Utilized in all facets of sports operations → coaching, scouting & front-office

## College X-Info™

- ✔ Detailed player analysis for 120 nuanced categories → mapped to video
- ✔ Initial coverage includes Big 6 Conferences and Notre Dame
- ✔ Analysis and video mapping updated weekly through ICE

## SportVU

- ✔ Revolutionary tracking data captures player identity and positioning
- ✔ Powerful, never seen before player participation, stats and analysis
- ✔ Real-time player speed and distance information identifies "Game Speed"