



## ***What is the financial cost for public safety at outdoor sporting and special events?***

In May of 2013, Smart Digital Screen began to explore the use of digital signage and audio on a portable platform for outdoor sporting events and special events as an alert system.

Digital content, through a network of digital signage, is used on giant billboards on the expressways, cityscapes, buildings, and external structures in cities like Las Vegas, New York, Chicago, Boston, and Los Angeles to advertise and market products and services. It can also be used to alert the public about lost or missing children, hazardous road conditions or road closures.

In general, digital signage is messaging and useful since the viewer is passive and can see a variety of content from any distance. The back-office solution is a computerized network which can be scheduled, programmed and managed from anywhere in the United States because the broadcasting of the content is transferred electronically through the Cloud.

By adding audio to the mix, the digital signage structure can become an effective communication system. Athletes, spectators, staff and volunteers can be warned during a terrorist attack during any sporting or special event.

**Real Smart DS™** is a comprehensive platform that integrates digital signage as a communication tool with audio, graphics, video and streaming media. While some of the elements and software are always changing, the technology that we are using has been structured to work with iOS and android equipment.

We are interested in working with a variety of race directors to launch this platform. We have recommendations for positioning equipment on a running course; however, each event producer can order this equipment and place it anywhere of their choosing at their event.

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**REALSMART DS™**



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## **ABOUT SMART DIGITAL SCREEN**

*Smart Digital Screen is a Digital Signage Company created specifically to work in conjunction with Race Director University, the First National Certification Program for Race Directors to enhance the standards of care in event management and, are a foundation for safety, legal liability, risk management, security, and surveillance.*

Real Smart DS™ is a digital signage program that incorporates digital content and audio files to provide a better, effective communication program at sporting events and special events. However, an alert system is a tool and cannot provide or guarantee safety and security for everyone. While this program touts safety and security, and enhances messaging and notification, Real Smart DS™, in-and-of-itself, cannot prevent assaults or threats of terrorism foreign and domestic on individuals or groups of people.