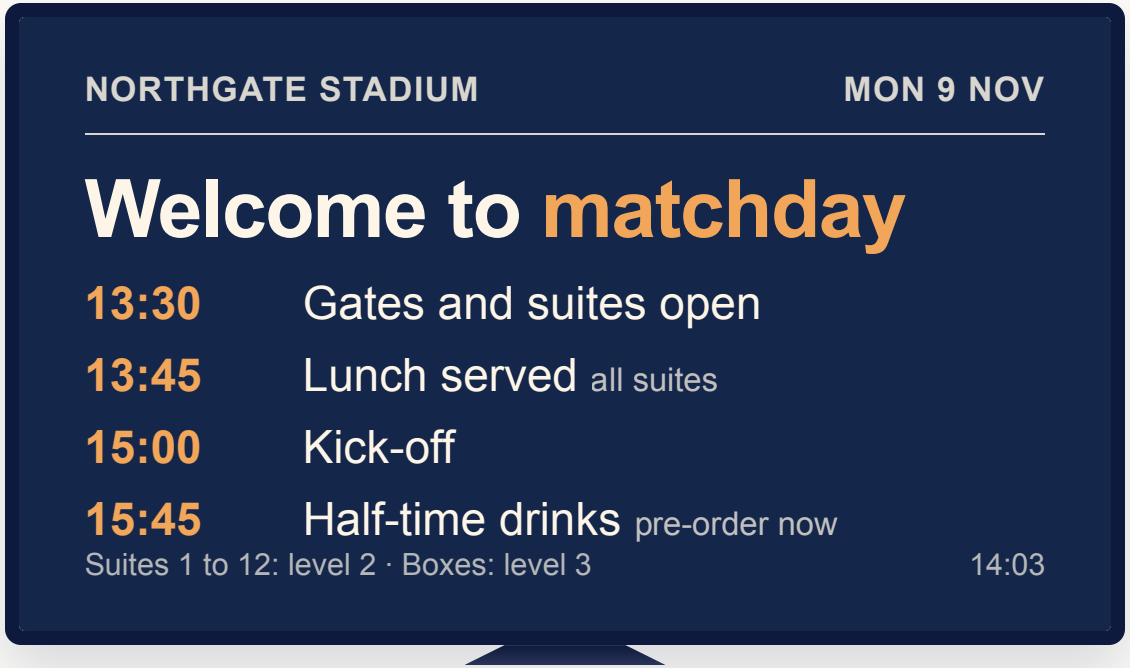
NowBoard

NOWBOARD FOR STADIUMS AND ARENAS

# Every hospitality screen, ready for matchday.

Suite directories, dining times, the matchday programme and sponsors on the TVs you already have. Changed from a phone when kick-off moves.

- Ready-made screens, called Boards, in your club colours
- Sell sponsor slots on your own screens with Ad Space
- Start with one hospitality floor. Enterprise from £30 a TV a month




**The Matchday Board**
At the hospitality entrance, in your club colours

NowBoard

WHAT MAKES NOWBOARD DIFFERENT

# Five reasons NowBoard is different.

EVERY PLAN

## Screens that make you money

Local businesses pay to advertise on your screens. You approve every advert and keep most of what they pay.

**Sponsor slots in every suite**

EVERY PLAN

## Run it from your phone

Change any screen in seconds from a phone or tablet, from the tunnel or the office.

**Kick-off moved? Every suite knows.**

EVERY PLAN

## Works on the TVs you have

Android TV, Raspberry Pi, or any Windows PC, Mac or Chromebook in a web browser.

**Or plug in our £199 Player Pro**

EVERY PLAN

## Ready-made for matchday

Boards for directories, dining, timings and offers. Change a time or a price without a designer.

**Suite menus changed from the kitchen**

STARTER AND UP

## AI and your own designs

Describe a Board and AI designs it, or lay out your own. No graphic designer needed.

**AI designs on Professional**

Ad Space share: you keep 70% on Free, 80% on Starter, 87% on Professional and 92% on Enterprise, before card fees. Prices exclude VAT.

WHY NOWBOARD

# Made for hospitality. Run by your own team.

A stadium has three other ways to put information on these screens. Here's how they compare.

| | **NowBoard**<br>Built for hospitality | **Stadium AV or TV systems**<br>Installed and run by an AV firm | **Other screen apps**<br>Made for shops, offices and cafés | **Sky in the bars and printed menus**<br>What many venues use today |
|---|---|---|---|---|
| **Made for suites, boxes and bars** | ✓ **Directories, dining, timings**<br>Ready-made Boards, your colours | ~ Mainly the bowl and live TV | ~ If you build it yourself | ✗ Print, place, reprint |
| **Sell sponsor slots on your screens** | ✓ **Ad Space built in**<br>Booking, approval and payment in one place | ~ Varies | ~ Varies | ✗ A spreadsheet and invoices |
| **Changed in seconds on matchday** | ✓ **From a phone**<br>Hospitality, catering, operations | ~ Often through the AV team | ~ Usually built on a computer | ✗ Walk every suite |
| **One message to every screen** | ✓ **Built in**<br>Every suite, bar and concourse TV | ✓ Usually | ~ Varies by plan | ✗ |
| **Start small** | ✓ **Pilot one floor for a season**<br>Monthly. No long contract | ✗ Usually a multi-year contract | ✓ Monthly plans | ✓ Nothing to sign |
| **What it costs** | ✓ **£30 a TV a month**<br>Lower prices from 100 TVs, by quote | ~ Contract, priced per project | ~ Priced per screen, often in US dollars | ~ Printing, and staff time |

A general comparison of types of product. Check with each supplier for their latest features and prices. NowBoard prices exclude VAT.

NowBoard

WHAT'S ON THE WALL NOW

# Matchday is busy. The screens should keep up.

Suite menus, timings and sponsor messages end up printed, pinned or forgotten. Sound familiar?

### The printed menu

Printed on Friday. The kitchen changes a dish on Saturday morning.

### Kick-off moves

TV moves the game to 17:30. Thirty suites need telling, fast.

### The sponsor list

Sponsor slots live on a spreadsheet. Proving they ran is hard.

### The bar TV

It shows the match, which is right. Nothing else gets a look in.

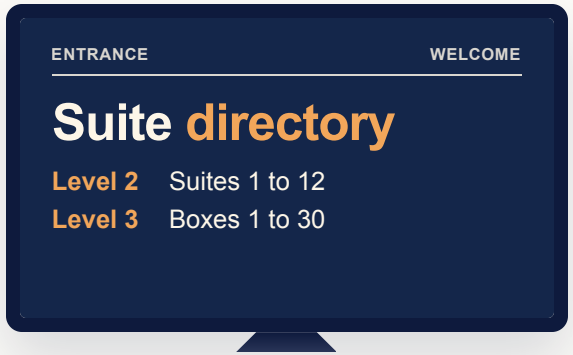
**Matchday runs on timing.** NowBoard puts the right message on every screen, the moment it changes.

NowBoard

YOUR TVS, EACH WITH A JOB

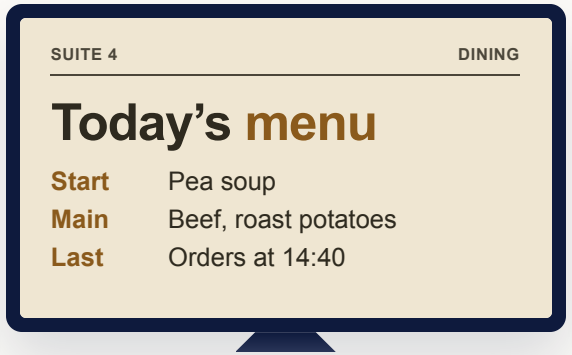
# One screen per space. Each with its own job.

Pick a Board, type in your details, and it’s on the TV. Every Board is ready to use, and you can change any of them.



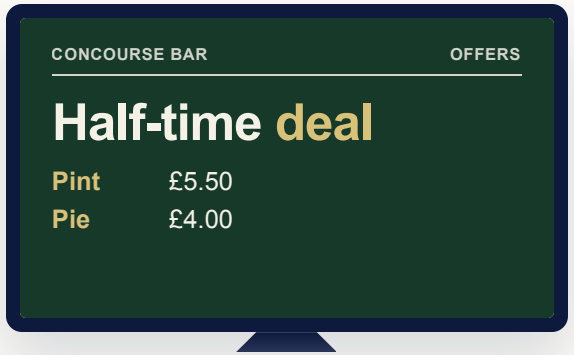

**Hospitality entrance**
Where every guest goes

Suite and box directory
Welcome
Today’s timings



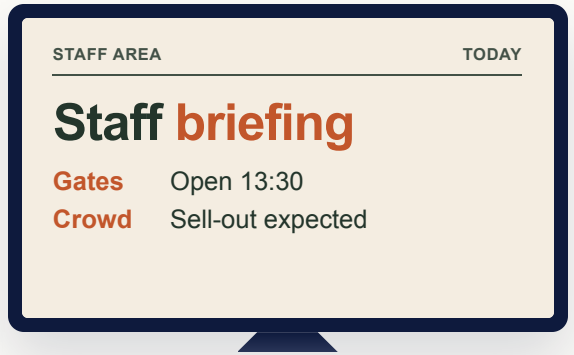

**Suite**
Changed by catering

Menu and service times
Last orders
Guest welcome




**Concourse bar**
Offers and sponsors

Bar offers
Sponsor slots
Next fixture




**Back of house**
For staff only

Staff briefing
Rotas
Notices

The screens shown are examples. Fixtures, line-ups and results are typed in by your team; NowBoard does not pull in live match data.

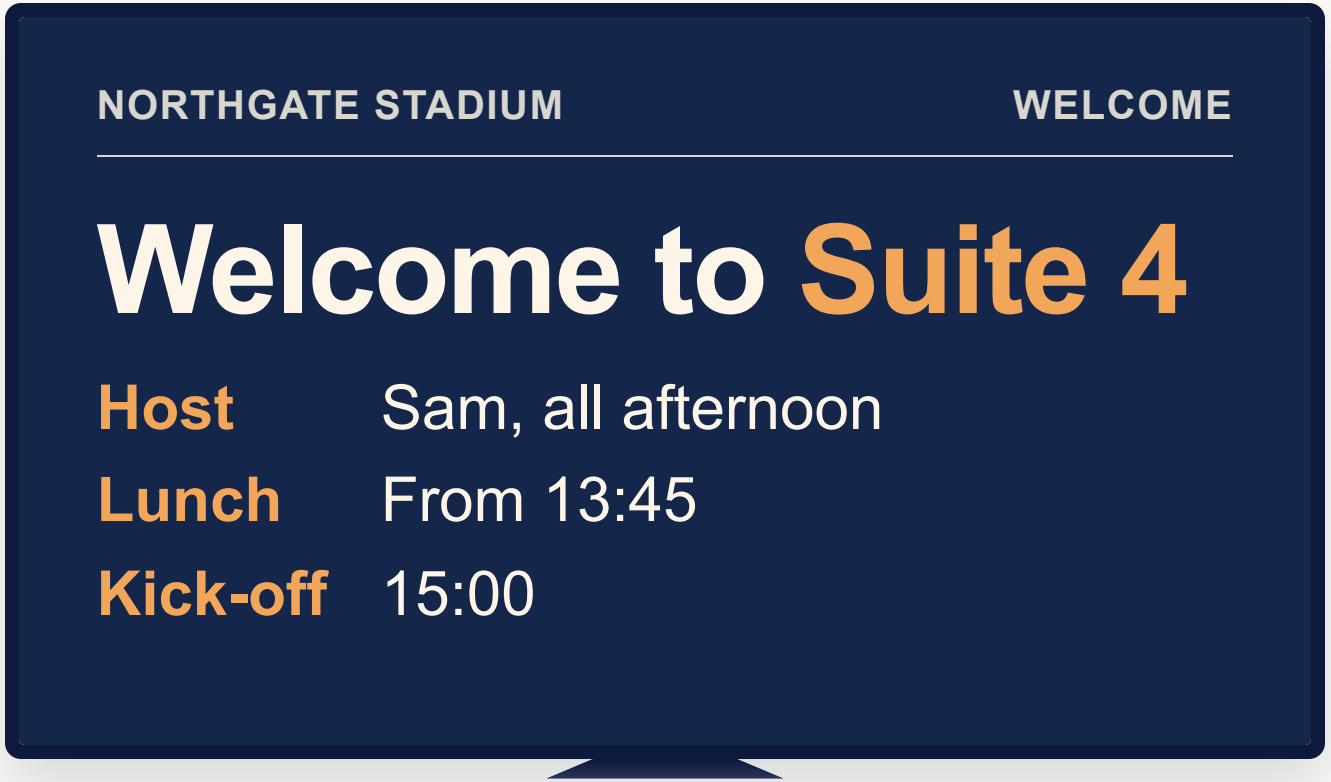
MATCHDAY

# Plan matchday once. The screens follow the day.

Choose when each Board shows, and the suite TV changes through the day by itself. Tap a time to see it.

| | | |
|---|---|---|
| **12:30** | Welcome | Suite, host and today's timings |
| **13:45** | Lunch | The menu and last orders |
| **14:30** | Team news | Line-ups, typed in by your team |
| **15:45** | Half-time | Drinks, offers and sponsors |
| **17:00** | After the match | Next fixture and getting home |

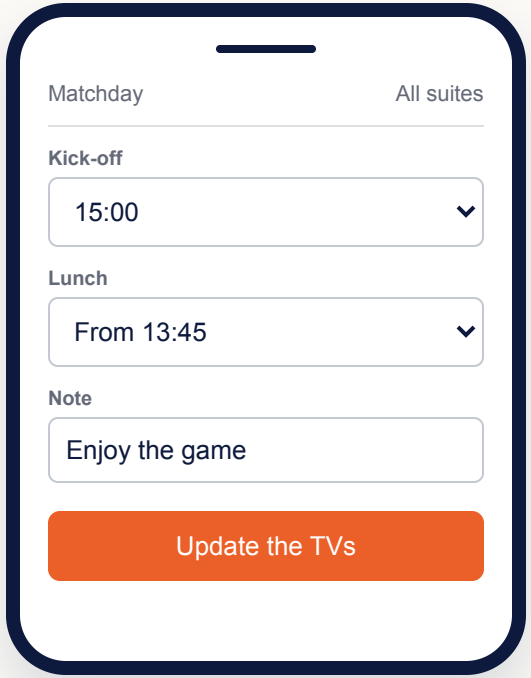
Changing through the day comes with Professional and Enterprise.

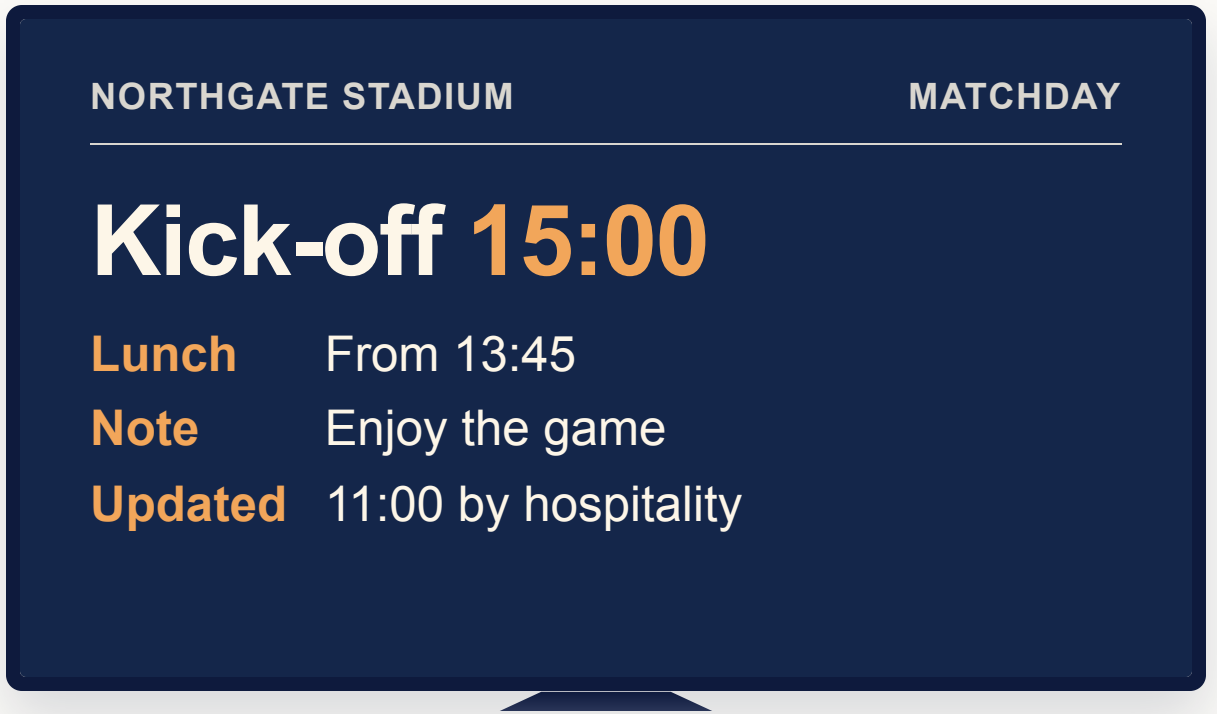



**Suite TV**
12:30 · Welcome

UPDATE FROM ANYWHERE

# Kick-off moved? Every suite knows in seconds.




**Every suite TV**
Updates in seconds, on every TV showing this Board

No laptop, no printer, no walk round every suite. Hospitality, catering or operations can each change their own Boards from a phone, a tablet or a computer. Try it: change the details and press **Update the TVs**.

NowBoard

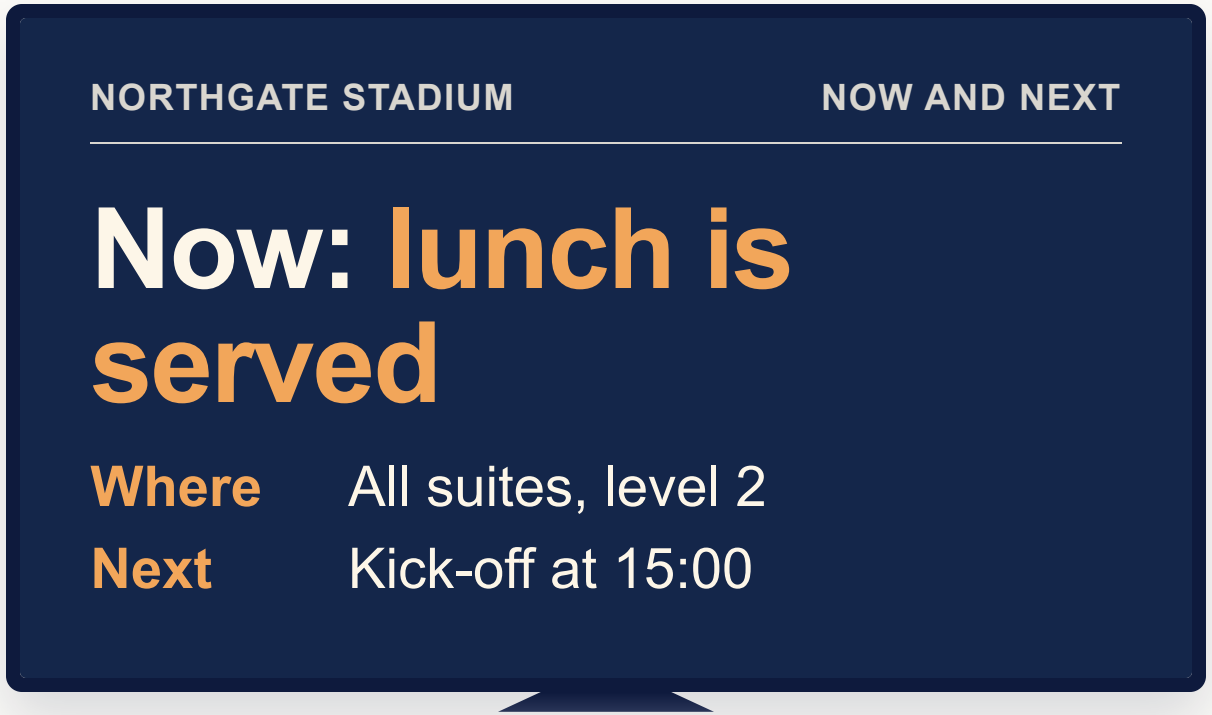
MADE FOR YOUR VENUE

# It looks like your club, not like ours.

- ✓ **Your crest and colours**
  Add them once and every Board on every TV uses them.
- ✓ **Easy to read across a busy room**
  Large type and strong contrast, read from the table or the bar.
- ✓ **One thing at a time**
  Now and Next shows what's happening and what comes after. Nothing else.
- ✓ **Four languages**
  English, Welsh, French and Spanish, on every plan.

Try a style

Club navy | Pitch green | Claret | Poster




**Now and Next Board**
Same content, four looks

NowBoard

MATCHDAY AND EMERGENCY ALERTS

# When plans change, every screen at once.

One tap puts the same message on every TV in the venue. One more tap puts everything back as it was.

- Kick-off delayed
- Fire alarm
- Message to everyone
- Back to normal

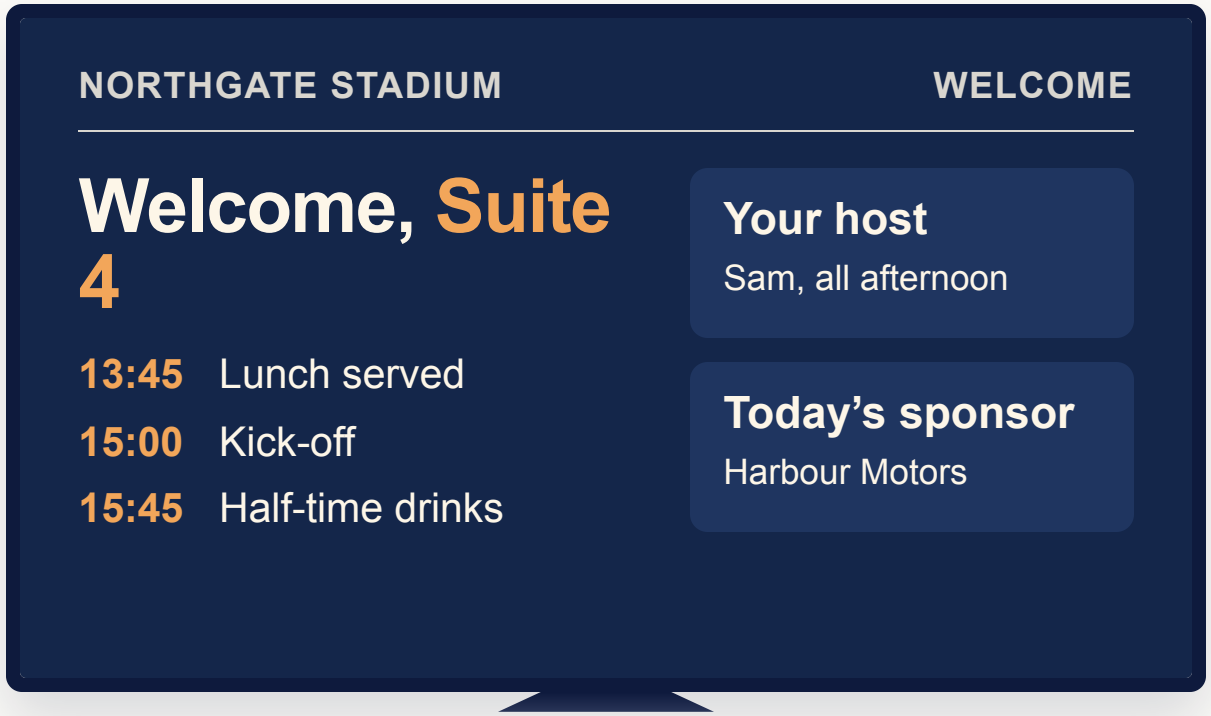
Ready-made alerts for a fire, a fire drill, an urgent notice, building work and a missing person, plus your own messages. They come with Professional and Enterprise.



NowBoard

FOR HOSPITALITY GUESTS

# Guests know where to go. Sponsors get seen.




**Suite TV**
Welcome, timings and today's sponsor

**A welcome for every suite**
The guest's name on the screen, the day's timings, who to ask.

**Dining and last orders**
Changed by catering, from the kitchen.

**The matchday programme**
Kick-off, half-time, next fixture, typed in by your team.

**Sponsors, on every screen**
Sold, approved and scheduled through Ad Space.

**Staff briefings**
Rotas and notices on screens only staff see.

NowBoard

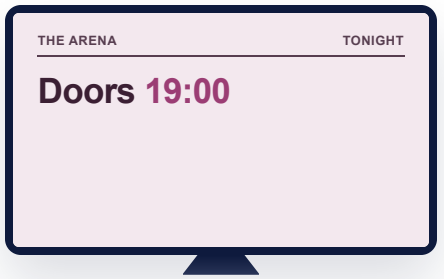
FOR VENUE OPERATORS

# One login. Every venue.

**Head office**
Sets the screens every venue shows: brand, sponsors, events




**Northgate**
Adds its own timings and menus




**The Arena**
Adds its own timings and menus




**Training ground**
Adds its own notices

### Every venue in one account
See and change every screen from one login.

### Shared where it should be
Head office sets the sponsors and brand. Each venue keeps its own timings and menus.

### Pay per TV
Hundreds of TVs is still one account and one monthly bill.

### Larger estates
Enterprise adds help setting up every venue, a team who knows your estate, and lower prices from 100 TVs.

NowBoard

GETTING IT ON THE TV

# It works on the TVs you already have.

Any TV with an HDMI socket will do. Each TV needs an internet connection, over Wi-Fi or a cable.

### The NowBoard app

Runs on compatible Android TVs and TV sticks, a Windows PC, or in a web browser.

**Free** with every plan

### Player Pro

A small box that plugs into the TV's HDMI socket, starts itself and just plays. Optional.

**£199** one-off, per TV

### We can fit it for you

Our installer comes to your venue. UK only.

| | |
|---|---|
| Fit and set up a TV | **From £100** a TV, subject to location |

1. **Sign up free**
   At app.nowboard.tv. No card needed for the free plan.
2. **Connect the first suite TV**
   Open the app or plug in Player Pro, then type in the code it shows on the TV.
3. **Pick a matchday Board**
   Add today's timings and your crest. It's on the screen.

All prices exclude VAT. If we supply a TV, you pay what it costs us. Your IT or AV team can ask us for the network details they need.

NowBoard

OPTIONAL · AD SPACE

# Turn every screen into sponsor income.

Ad Space is off unless you turn it on. You choose which screens show adverts, and you approve every one.

1

### You choose where and how much

For example, the concourse bars and the suites, not the staff areas. You set the price of a slot.

2

### A local business books

They send their advert through your own booking page.

3

### You approve it

Nothing shows until you say yes. Then they get a link to pay.

4

### It plays, you get paid

The advert runs between your own Boards. The money goes to your account.

**Who might advertise?** Your sponsors and partners, and local businesses your fans use: car dealers, pubs, builders, hotels. You approve every advert and decide what fits.

## What could adverts earn you?

| TVS IN THE VENUE | PLAN |
|---|---|
| 20 | Professional · £20 |

| ADVERTS SOLD | PRICE OF EACH, A MONTH |
|---|---|
| 10 | 250 |

| | |
|---|---|
| Adverts sold a month | £2,500 |
| NowBoard's share (13%) | − £325 |
| You keep | £2,175 |
| Your screens cost (20 × £20) | − £400 |
| **Your profit each month** | **£1,775** |
| **Profit over a year** | **£21,300** |

An example, not a promise of income: what you earn depends on what you sell. NowBoard takes a share of each advert (Starter 20%, Professional 13%, Enterprise 8%; 30% on Free). Card payment fees come off before you are paid. Prices exclude VAT.

NowBoard

PRICING

# Pay per TV. Start free.

Pay monthly with no contract, or pay yearly and get 2 months free. Paid plans have as many Boards as you like and no NowBoard logo.

### Free

**£0** forever

- ✓ One TV
- ✓ Up to 5 Boards
- ✓ Menus, timings, offers and more
- ✓ Your logo and colours
- ✓ Shows the NowBoard logo

### Starter

**£10** a TV / month

- ✓ As many TVs as you need
- ✓ As many Boards as you like
- ✓ Something different on each TV
- ✓ Every Board design and style
- ✓ Design your own Boards

### Professional

**£20** a TV / month

- ✓ Everything in Starter
- ✓ Boards that change through the day
- ✓ Matchday and emergency alerts
- ✓ Describe a Board and AI designs it

BEST FOR MOST VENUES

### Enterprise

**£30** a TV / month

- ✓ Everything in Professional
- ✓ For venue operators
- ✓ Help setting up every venue
- ✓ A team who knows your group
- ✓ Lower prices for large groups

VENUES: 1

TVS IN EACH VENUE: 20

PLAN: Enterprise · £30

☐ Add Player Pro
£199 a TV, one-off

MONTHLY
**£600**
20 TVs × £30

OR PAY YEARLY
**£6,000**
2 months free, save £1,200

All prices exclude VAT. For example, a pilot of 20 TVs on one hospitality floor. Lower prices from 100 TVs are by quote.

NowBoard

NEXT STEPS

# Start with one floor this season.

| | | |
|---|---|---|
| THIS MONTH | **Free on one suite TV** | Your hospitality team tries it on a real matchday. No card, no contract. |
| THIS SEASON | **Pilot one hospitality floor** | 10 to 20 TVs, with sponsor slots on Ad Space. |
| WHEN IT WORKS | **Roll it out** | Every suite, bar and concourse, on Enterprise, with lower prices from 100 TVs by quote. |

## Let’s plan your matchday pilot.

We can set it up with you on a call, or come and fit it.

START FREE
**app.nowboard.tv/register**

EMAIL
**hello@nowboard.tv**

WEBSITE
**nowboard.tv**