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Visual Incite Installs Kiosks at the AT&T Pebble Beach National Pro-Am

11 Feb 2008

Visual Incite, a New Jersey based provider of audio visual and information technology, installed interactive leader board kiosks for last weeks AT&T Pebble Beach National Pro-Am. The kiosks featured real-time statistics, Pro and Amateur interactive leader boards, and course maps with ball positioning overlays. On-site golf fans were able to locate, track and get statistics about their favorite players by touching the 32" LCD screen. The screens weren't just there for the fans either - according to Ed Hovsepian, chief executive officer of **Visual Incite**, "The screens were a big hit in the hospitality tents too, with the players looking to quickly find their standings."

The kiosks were strategically located on-site in public and private areas of the golf course, including the Corporate Hospitality Village, the Media Center and Player Hospitality.

AKA COMMENT

Trying to negotiate where golfers are on a golf course and keeping track of performances can be confusing. Digital Signage makes the process that much easier - and the opportunity for generating additional revenue from sponsors and other potential advertisers means that the ROI is likely to stack up for further such roll outs.