



## Radio Marconi and RIETech Global Team to Create InterPlay Seat Network

Touch-screens and credit card readers in seat backs promise new revenue for venues.

Albuquerque, NM January 13, 2010 Radio Marconi an Italian communications systems company specializing in multi-media systems for stadiums, coliseums and conference centers and RIETech Global, LLC, a developer of customized high-performance systems for defense & aerospace announced the creation of InterPlay Seat Network (IPSN).

The objective of the new company, IPSN, is to bring the InterPlay Seat Network marketing platform to stadiums, theaters and convention centers that want to increase their per-seat-revenue. The IPSN system is based on a 7" hi-res. touch-sensitive multi-media screen, mounted on the back of a seat back. Each unit is equipped with an e-commerce capable credit card reader.

"This partnership will leverage the best of our companies. Radio Marconi has developed, marketed and installed multi-media systems using IP in world-class venues for over 10 years. The addition of touch-screens, credit card readers and content/e-commerce capability will enable us to win venue business on a global basis", said Stefano De Lissandri, founder of Radio Marconi and CTO of IPSN. "Our technical, secret-sauce is we have found a way to have the units run quiet & cool. No noisy fans, no moving parts. Also our single-cable installation means we are non-disruptive to ongoing venue operations".

The IPSN system is designed to enhance the audience experience - whether the event is sports, concert or public forum.

The multi-media system can send any digital content to the seat-back screen. IPSN will work with the venue operator to ensure that the streamed content is entertaining, relevant to the event and informative. The venue operator has complete control over all media that flows to the screens. Current IPSN prospects say their first move will be to go to their current advertisers and sponsors and value-add IPSN to current promotional packages.

The IPSN system is designed to provide "concierge level" comfort and convenience to sports fans and concert goers' alike. With credit card enabled touch sensitive screens audience members can have food & beverage, concessions and merchandise delivered to their seats.

"We are dedicated to enhancing the experience of every member of the audience. Real interactive audience-empowerment - but the key value to the venue owner is that we are increasing their per-seat-revenue. IPSN means new revenue streams", said Rich Engstrom, President of RIETech Global and CEO of IPSN. "...if a stadium owner/operator currently calculates the value of a seat at \$78 per event we want to work with them to get that number up to \$93. Our strategy is to take the power of digital out-of-home (DOOH) media and putting it 24" away from consumers' eyes - for 2 + hours. Then add the Power of Impulse. With its credit card enabled touch screen IPSN is the only DOOH system that can deliver revenue: not just eyeballs. IPSN proves its value with a sales receipt, not Nielsen ratings. We think we can harvest emotion-driven impulsive sales of traditional concession products then add new realms of merchandise never associated with stadiums and concert halls."

### About Radio Marconi

Founded in 1999 and headquartered in Milan, Italy Radio Marconi is the leader in custom communication solutions for theaters, stadia and other venues where the venue operator values an enhanced customer experience. Radio Marconi products have been deployed at La Scala theater, the Copenhagen opera, Den Norske opera and in the 2006 Turin Olympic Games. Radio Marconi is a Cisco Premier Partner and won the worldwide Cisco Innovation Award for the Most Innovative Business Impacting Network.

[www.radio-marconi.com](http://www.radio-marconi.com)

## **About RIEtech Global**

Headquartered in Albuquerque NM, RIEtech Global, LLC, a diversified engineering, manufacturing and distribution company.

RIETech Global is focused on bringing hi-technology to existing markets where current solutions don't match rapidly changing customer requirements. The company's motion control technology brings new levels of precision to advanced defense, aeronautical and security applications. InterPlay Seat Network is strategic alliance between Radio Marconi & RIEtech Global. RIEtech Global is the exclusive Distributor of IPSN, worldwide.

[www.interplayseat.com](http://www.interplayseat.com)

[www.rietechglobal.com](http://www.rietechglobal.com)