

# PRESS RELEASE

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## UNIVERSITY OF FLORIDA ATHLETIC ASSOCIATION & OZEAN INTERACTIVE LAUNCH 360° PANORAMIC SEAT LOCATOR FOR 3 ATHLETIC STADIUMS

**GAINESVILLE, FL** (February 2, 2011) – In partnership with the University of Florida Athletic Association, Ozean Interactive is launching a web application (Total360Sports) that enables fans to interact with Florida athletics on a deeper level. The application provides a 360° photo-realistic view of a fan’s seat as well as other interesting data points such as the pitcher’s mound, center court of the basketball stadium, and the “F” of Florida Field.

“Ozean is extremely proud to partner with the University of Florida’s Athletic Association to bring this interactive experience to the Gator Nation,” said Alex Patton, Ozean’s owner. “Almost all of Ozean’s employees are Gator Alumni or Gator fans, so this web application is definitely a labor of love.”

The 360° panoramic seat locator will launch to the public Friday, February 4, 2011. The project will allow fans to interact with three athletic venues: Ben Hill Griffin Stadium, Stephen C. O’Connell Center, and Alfred A. McKethan Stadium. By entering a seat number, seat row, and section, the fan will be presented an approximate view of the athletic venue from their location.

“I love the level of customer service Total360Sports brings to our fans,” said Mark Gajda, Assistant Athletic Director of Ticketing for the University of Florida Athletic Association. “It is very easy to use for any fan, young or old.”

Some interesting facts about the project include:

- Over 12,000 individual photos were combined to provide 612 panoramic views for the 3 stadiums.
- Views include icons indicating nearest first aid, restrooms, and telephones.
- Interesting views that are not fans’ seats:
  - View from the “F” on the 50 yard line during the Florida/Florida State game.
  - View from center court of the basketball venue.
  - View from every player position of the baseball field.
  - Views from skyboxes and press boxes.
  - URL for the main access page: <http://www.gatorzone.com/tickets/seats>
  - URL for Ben Hill Griffin Stadium: <http://www.gatorzone.com/tickets/seats/bhgriffin>
  - URL for Stephen C. O’Connell center: <http://www.gatorzone.com/tickets/seats/oconnell>
  - URL for McKethan Stadium at Perry Field: <http://www.gatorzone.com/tickets/seats/mckethan>

“We are receiving considerable interest from additional athletic venues, and we look forward to growing this sector of our business; however, being Gator fans we may have to initiate a ‘rival gator fan tax,’” joked Alex Patton. “In all seriousness, we are honored to partner with the Gator Nation; however, in this economy, we would even work with Auburn University. Call us.”

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ABOUT OZEAN INTERACTIVE: Ozean Interactive is an interactive media agency located in Gainesville, FL. Ozean Interactive creates and maintains **complete Internet programs** for businesses in *competitive industries*, offering web design, web development, search engine optimization, search engine marketing, and video production for the web. Ozean Interactive's website is <http://www.ozeaninteractive.com>. The URL for the product is <http://www.total360sports.com>.

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