

DANVILLE MAN'S INTERNET VIDEO SYSTEM GAINING TRACTION IN ELITE SPORTS PROGRAMS

In the ultra-competitive world of professional and top tier college sports, teams are always looking for an edge. Danville resident Jeff Lucas is hoping to supply that edge with his company's 360 i-Coach™ browser-based digital video and online collaboration system.

"Our mission is to provide a web environment where coaches and staff can scout and recruit the right players to the team and subsequently deliver and reinforce the on field lessons, individual instruction and game planning to their players via the internet in a way that players will devote time on the website to become better athletes and team players in pursuit of team goals and objectives," Lucas said.

360 i-Coach delivers high-definition browser-based video directly to the subscribers' desktops. By delivering information through the browser, there is no software to maintain no new hardware to buy, access is immediate, and there are no discs to misplace. According to Lucas, "coaches and administrators will improve collaboration and communications, athletes will receive instruction as events occur, travel time and expense will decrease, and more energy can be put into game plans, all of which will lead to better results on the field."

Lucas is financing and running 360 i-Coach out of his garage. Over the past eight months he has spoken to scores of professional teams and college programs and has sought investors. His customers to date include University of San Francisco baseball, University of Oregon baseball, St. Mary's College rugby, and the company's crown jewel so far, the San Francisco Giants.

"The Giants have used 360 i-Coach for scouting amateur players to help prepare for the draft and have stated plans use throughout baseball operations," Lucas said. "Until recently we weren't allowed to talk to other MLB teams about their partici-

pation with us because they see our system as a major competitive advantage."

Once the major league draft ended in June that restriction disappeared and Lucas and his team have had meetings with other clubs. The Giants believe that 360 i-coach has helped them restock a farm system that was depleted in recent years as the team used prospects to acquire veteran players in an attempt to win a championship during the Barry Bonds era.

"This product has allowed us to take a huge leap forward in the player evaluation process," said Giants SVP & Chief Information Officer, Bill Schlough, the point person for Lucas with the Giants. "Going into the 2008 draft this spring, the Giants' Baseball Operations staff had a competitive advantage thanks to 360 i-Coach." Some draft analysts have called the 2008 crop one of the best the Giants have acquired in decades.

"Of course we're thrilled with how the Giants have used our system and the faith shown in us by the colleges who have begun using it," Lucas said. "These early adopters, if you will, are our foundation. The key for us going forward is to continue to meet with more professional and college sports organizations and build on that foundation. Obviously, the more users we have the more the word will get out and the more other teams will feel the pressure to keep up. The feedback we get from all the teams that we present to is that it provides the kinds of tools to help the team outside the lines put better performing athletes and teams between the lines. This is where it is at for all levels of sports we target. We're hoping that leads to greater market penetration and sales."

More information on Lucas and his product can be found at www.360icoach.com or by calling Lucas at 925-787-1862.