

A REVOLUTION IN OUTDOOR EVENT ENTERTAINMENT!



ROLLING TO AN EVENT NEAR YOU

THE BIG SCREEN

Racing and Wagering Western Australia is pleased to announce the forthcoming delivery of a 46m² Mobile Screen and Staging Unit. The Western Australian public attending large scale events will soon have the opportunity to experience big screen technology thanks to this purchase and we anticipate it will help the Racing Industry and many companies around the state improve events for their patrons. Anyone who saw the 2008 Beijing Olympics' opening ceremony would be aware of the many ways that big screen technology can enhance the spectacle of large scale events.

Whether you are an event organiser looking for a hot ticket item that will attract and keep the large crowd entertained or a business wanting to maximise sponsorship opportunities and increase revenues, The Big Screen is the perfect vehicle for you to do so. Big screen technology has been used globally for:

- Major sporting events
- Concerts/ Festivals
- Corporate functions/ Trade exhibitions
- Community events
- Outdoor advertising

WHAT ARE THE BENEFITS OF THE BIG SCREEN?

The obvious advantage of using The Big Screen at your next event is the WOW factor it will bring. With a 46m² screen that is clearer than most TVs in homes today- it's going to be hard not to be entertained by The Big Screen and it will certainly get noticed wherever it goes. Entertaining the crowds and increasing audience participation will no doubt lead to increased levels of customer satisfaction. This will ensure the success of your event and help you get the crowds coming back time after time.



WITH THOUSANDS OF EYES CONSTANTLY ON OUR SCREEN THE SPONSORSHIP OPPORTUNITIES ARE ENDLESS

WHAT ABOUT SPONSORSHIP?

This is your opportunity to generate your own income through your use of the screen. One of the major components of The Big Screen is the ability to offer current and potential sponsors a unique and entertaining way of reaching their key target markets. Sponsors are continually looking for ways to increase their exposure and with thousands of eyes constantly on our screen at your next event; the sponsorship opportunities are endless and include:

- Providing existing and potential clients a new communication channel to reach target markets
- Complement any existing media campaigns
- The opportunity for sponsors to be involved with new and exciting technology
- The potential for sponsor exclusivity
- Nurturing a brand connection with a target market.

WHAT ARE THE POSSIBILITIES?

The Big Screen is the perfect medium for creating a memorable event by providing a unique entertainment experience for those in attendance. Your creative application of the screen will only be limited by your imagination and can include:

- Live music or a concert event
- Communicating with crowds/ Video presentations
- Promotional activities e.g. Competitions
- Interactivity with spectators e.g. fashions of the field, interviews etc.
- Intimacy through bringing patrons closer to the action

DESIGN

The Big Screen is stored inside a 23 tonne semi trailer. When the trailer is in place, the screen is hydraulically lifted out the top of the unit and can sit at varying heights dependant on your requirements. This whole process only takes a few minutes to complete. There will be two stages built into the unit that can be used for a variety of exhibitions and concerts. The trailer generates its own power, has an inbuilt mixing studio as well as 1000 watt speakers. When you hire The Big Screen, you are also gaining the services of Screentech Australia.

SCREENTECH

RWWA has appointed Screentech (Aust) Pty Ltd to manage and facilitate the use of The Big Screen. Screentech is an Australian business at the forefront of Light Emitting Diode (LED) and Liquid Crystal Display (LCD) technology. Screentech's knowledge of LED technology, electronics and signage comes from many years experience in the electronic sign industry. Screentech will be responsible for the transport, set up and storage of the unit as well as

managing the technical components of the unit for users. Prior to your big event- you can liaise with Screentech to arrange how you would like to utilise The Big Screen throughout your event.

PANASONIC

Panasonic Japan is the company RWWA and Screentech have chosen to construct The Big Screen. The unit is currently under construction in Taiwan and is due to arrive in Australia by January 2009. Panasonic is regarded as one of the world leaders in LED Technology and they were the company awarded The Big screen contract for the Beijing Olympics. Once constructed, The Big Screen will be The Biggest and best mobile screen in the southern hemisphere and Panasonic and Screentech are confident that The Big screen will be a showpiece for the WA Racing Industry.

WHERE CAN I USE THE BIG SCREEN?

One of the major advantages of The Big Screen is that there is great flexibility as to where it can be positioned at your event. Basically if you can drive a truck in and out of a location, we can fit the screen there. The hydraulic extensions of the screen can be used to position the screen above trees, fences, buildings or hard to reach places.

AVAILABILITY

RWWA is currently constructing an online booking system that when complete will be located on our website (www.rwwa.com.au). As The Big Screen is a Racing Industry initiative, preference for its use will be reserved for the State's Racing Clubs. However, there will be substantial opportunities for private and non racing related industries to utilise The Big Screen for their own requirements. The screen is due in WA in January 2009, with it being made available for use in February. If you would like to make an enquiry about The Big Screen, you are welcome to email thebigscreen@rwwa.com.au

Whatever your location or event, you can be assured The Big Screen will provide an immediate impact on your audience and turn every presentation or gathering into a special event. Don't miss this wonderful opportunity to be involved and associated with an exciting new concept that will revolutionise the sporting and entertainment industries in Western Australia.

Kind Regards

Joseph Georgiades
RWWA Racing Development



HUGE 46M2 SCREEN! BIG ENOUGH TO ENTERTAIN MASSIVE CROWDS

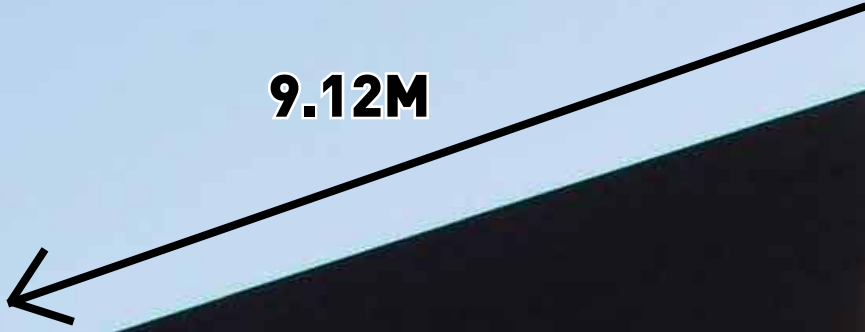


EASILY TRANSPORTED AND MOVED - MECHANICALLY FOLDS UP INTO ONE TRUCK



MORE THEN JUST A SCREEN - COMPLETE WITH COMPACTIBLE STAGE A REVOLUTION IN PORTABLE ENTERTAINMENT

9.12M



5.04M



THE BIG SCREEN

