



THE BUDDY GROUP LAUNCHES PROPRIETARY INTERACTIVE SEAT SELECTION TECHNOLOGY FOR INDOOR & OUTDOOR PERFORMANCE VENUES

“Interactive Seat Buddy™” Patent-Pending Technology To Debut In Los Angeles And Orange County

IRVINE, Calif. – Leading [digital creative agency](#), The Buddy Group, has launched a proprietary interactive “seat selection” technology set to revolutionize the manner in which ticket purchasers choose seats for concerts, sporting events and theatres across the U.S. The patent-pending “Interactive Seat Buddy™” technology is designed to enhance existing [online ticket buying](#) selection features by allowing users to see the perspective of the stage they will enjoy from the seats as well as a never before seen “flight” from their seat to the stage. From the stage the user can also see a 180 degree rotation view of their seat from the stage. The technology is being launched this November at the Orange County Performing Arts Center and an agreement has been signed to launch with The Walt Disney Concert Hall in Los Angeles early 2008.

“The Interactive Seat Buddy™ provides a valuable tool to consumers, venues and ticketing companies,” said Pete Deutschman, CEO and Chief Buddy, “by providing a dynamic view of the ticket holder’s experience rather than just a static picture or line drawing of a seat. This application is the latest of the interactive products developed by The Buddy Group’s TBG Labs to enhance and expand the digital experience of web users. I have played nearly every role in the live entertainment space, from box office to General Manager to Creative Director. Interactive Seat Buddy™ provides the ability to give customers what they want, when they want it. From more time on brand to more qualified leads through a robust, engaging and helpful user experience. When the camera lifts out of the seat and flies down to the stage for the first time one can’t help but say “wow”. It’s exciting, dynamic, and has better information for the consumer to make their selections.”

Set to debut in mid-November for the nationally recognized Orange County Performing Arts Center (OCPAC) with additional projects being scheduled for The Walt Disney Concert Hall and several other well-known Los Angeles venues and New York (TBA), the Interactive Seat Buddy™ application allows users to have a more immersive experience versus viewing static seating diagrams.

Todd Bentjen, OCPAC Vice President, Marketing & Communication adds, “We are thrilled to be at the forefront in this new realm of arts and technology. The internet has become an important extension of the audience experience, and we are very excited to partner with The Buddy Group in offering this unique new feature.”

The consumer is provided with a more realistic assessment of seating choices from two viewing perspectives – from the stage and from the desired seating area- providing a better measurement of where seats are located in relation to distance and view to the stage. The comprehensive technology developed by The Buddy Group allows the user to broaden the satisfaction and enjoyment of their [online ticket buying](#) experience.

[Original video content](#) created from this production is entered into a database and then matched to the appropriate graphical representations of the seating plans of the venue. By clicking on a seat location the viewer is offered a 180 degree video view of the theater from the stage to the seating section and then back to the stage. It gives the audience member the experience of the full venue in respect to their seat selection. It helps to better answer the gnawing question of all ticket purchasers, "How is the view from my seats?"

Applicable to arenas, theatres and concert halls, indoor and out, the Interactive Seat Buddy™ is created by the production of a comprehensive and detailed video of each venue through the use of a remote control camera flown over the seats and stage. A proprietary flight and control technology has been modified to work in live entertainment environments with a high degree of accuracy.

The Buddy Group continues to utilize its in-house production division, DOTLOT to develop [original video content](#) for its internet applications to maximize the effect of that technology. This application was produced and completed as a joint project between the DOTLOT and The Buddy Group's R&D Division, TBG LABS.

The Interactive Seat Buddy™ will be available for viewing on the OCPAC Website in mid-November. In the interim a demo may be seen by linking to <http://interactiveseatbuddy.com/>

About The Buddy Group

Founded in July 2005, The Buddy Group is a leading edge [Digital Creative Agency](#) with a staff of more than 50 digital strategists, designers, developers, videographers and marketers. The company specializes in strategy and build-out of web sites, rich media, advertisements, video and games that are interactive, either online or mobile. The Buddy Group works with such clients as eBay, Washington Mutual, League of American Theaters and Producers, AOL, Hansen Beverage Company and Warner Brothers. Detailed information is available at www.thebuddygroup.com.

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