



NEWS RELEASE

Cisco to Connect Fans to NBA All-Star 2015

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Cisco Connected Sports Solutions to Be Featured During NBA All-Star; Cisco TelePresence to Connect Media Around-the-World With All-Stars and Social Sweepstakes to Seek Out "Most Connected Fan"
NEW YORK, NY -- (Marketwired) -- 02/12/15 -- Cisco (NASDAQ: CSCO), Official Technology Partner of the National Basketball Association (NBA), will connect media and fans to NBA All-Star 2015 via its state of the art solutions, unveil the largest Cisco Networking Academy in program history, and launch a special sweepstakes to find the NBA's "Most Connected Fan."

During NBA All-Star 2015, the league will use Cisco Connected Sports solutions at both host arenas, including Cisco Connected Stadium Wi-Fi and Cisco switches courtside to deliver photos rapidly around the world. The NBA will also utilize Cisco TelePresence to connect NBA All-Stars live with media in nine global markets.

Cameras in both host venues will be connected directly to Cisco switches and Connected Stadium networks, enabling the NBA to share photos with fans and media on a global scale and in near-real time.

Cisco TelePresence at NBA All-Star Media Day

Building on years of connecting NBA players with media via Cisco TelePresence, Cisco will take advantage of its state-of-the-art video collaboration solutions to conduct the league's largest TelePresence during NBA All-Star Media Day on Friday, Feb. 13. NBA All-Stars from the East and West teams will conduct live face-to-face interviews via TelePresence with journalists in -- Berlin, Buenos Aires, London, Madrid, Mexico City, Milan, Paris, San Juan and São Paulo.

Cisco Networking Academy

While the NBA's talent of tomorrow will showcase their skills on Friday, Feb. 13, rising stars in the networking world will be hard at work behind the scenes. Cisco will bring 30 "All-Star" students -- its largest group ever for an NBA event -- from the Cisco Networking Academy program to assist NBA IT with the deployment of Cisco access points, switches and provide onsite assistance across NBA venues, hotels and fan events.

Cisco Most Connected NBA Fan

Cisco has launched a contest searching for the NBA's "Most Connected Fan" that invites fans and followers to share how they stay connected to their favorite teams and players. Through March 6, fans can now enter by writing or posting photos and video on their personal social media channels (Facebook, Twitter, Instagram) about how they stay connected to the game. The hashtags #ConnectedFan and #contest must be included in the description or caption, and one grand prize winner will receive tickets to a regular season NBA game and additional NBA merchandise. For rules and details visit <http://newsroom.cisco.com/feature-content?type=webcontent&articleId=1580176>.

"Our partnership with the NBA is built on innovation, using technology to enhance the game of basketball and ensuring that fans around the world are connected to this global sport," said Blair Christie, Cisco SVP and Chief Marketing Officer. "The Internet of Everything brings more ways that connectivity can benefit the game and create entirely new experiences for spectators. We are excited to be part of making NBA All-Star 2015 a true showcase of the world's best athletes to fans around the globe."

"Throughout our great partnership Cisco has enhanced how we connect with our fans," said NBA CIO Michael Gliedman. "This year we will benefit not only from Cisco's innovative technology in both host venues, but also Cisco personnel working closely with our staff to make NBA All-Star 2015 our most connected yet."

About Cisco

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. For ongoing news, please go to <http://thenetwork.cisco.com>.

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