

***ELECTRIFYING***  

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***THE***  

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***FAN***  

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***EXPERIENCE!***



***DO YOU KNOW  
WHO IS IN THE LEAD?***



# ***NOW YOU DO!***



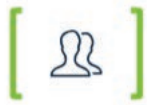
## ***IT'S ALL ABOUT THE FAN EXPERIENCE***

Racing is a unique and fast paced sport where you need to stay engaged to follow the action and to know the "score". You can try to rely on scoring pylons or big screen monitors to know the running order, but they may be difficult to see from hundreds of yards away and it takes your eyes and attention off the action.

**LEADING LIGHTS™ EASILY AND ACCURATELY KEEPS FANS  
ENGAGED AND FOLLOWING THE LEADERS!**

## THE LEADING LIGHTS™ SYSTEM

Granted a United States patent, the LEADING LIGHTS™ Race Position System enables fans to see the running order while focusing on the racing action! First, Second and Third Place cars will display a unique colored light atop the car, automatically updated and controlled by the official time and scoring body. LEADING LIGHTS™ will quickly change the fan viewing experience with simple and clearly visible technology!



### **Our Team**

Led by entrepreneur and motorsports patron, Turner J.R. Woodard, a team of engineers and strategists have been assembled to make the LEADING LIGHTS™ a reality.



### **Our Product**

Prototypes are being developed to ensure the highest quality and most reliable system is deployed on the race track. Andersen Promotions' Road to Indy Series, including Indy Lights and USF 2000, have agreed to participate in the first LEADING LIGHTS™ system deployment.

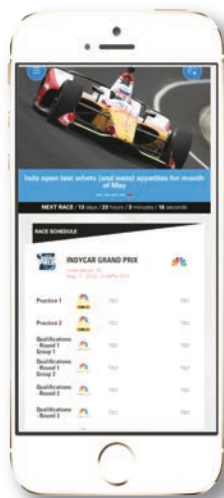


### **Our Security**

The technology is based on a U.S. Patent owned by Turner J.R. Woodard. Thus, the LEADING LIGHTS™ system will be protected from competition.

## TECHNOLOGY HAS ENHANCED THE FAN EXPERIENCE, BUT IT CAN ALSO DISTRACT FROM THE TRACK

Many technologies have helped fans connect with sports and improve the overall experience, but LEADING LIGHTS™ keeps the fans focused on the racing!



### **Mobile Ticketing**

Easy access to E-tickets through web portals.



### **Streaming**

Watching more content on every conceivable device.



### **Screen Technology Aids**

Technology can make viewing more interesting:

- Mobile applications and timing & scoring features
- Yellow First Down Marker on NFL broadcasts
- The Strike Zone Box on MLB broadcasts
- The Golf Ball Tracking System on PGA broadcasts

## ADDITIONAL ADVANTAGES OF THE LEADING LIGHTS™ SYSTEM

1. Enables drivers to know who the leaders are and when they are approaching to pass.
2. The LEADING LIGHTS™ System alerts other drivers on who they're trying to catch and over take.
3. Every cars LEADING LIGHTS™ switch to yellow on caution.



# PROJECT TIMELINE

Bringing LEADING LIGHTS™ to Action

SPRING 2020

**Prototype Development**

Turner J.R. Woodard and his team will develop the first prototypes based on the LEADING LIGHTS™ patent.



SPRING 2021

**Launch LEADING LIGHTS™**

One or more of the Andersen Promotions' series will deploy LEADING LIGHTS™ during racing competition.



# LEADING LIGHTS™ FOR ALL TYPES OF RACE FANS

With the LEADING LIGHTS™ Race Position System, fans in the stands can quickly identify participants leading each race without taking their eyes and attention off the track.



 **A Simple Idea For The  
Complex World Of Motorsports**



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