



## The Hawk

Fans become more engaged when they are participants in your event, not just spectators.



The Hawk from AEG Digital Media is a one of a kind, powerful, multi-platform messaging environment built upon the fastest growing marketing tool: Social Media. Infinitely expandable, The Hawk is the only human-administered messaging platform that combines what your fans are saying about your event on Facebook, Twitter, text messages, and web submission. All messages are aggregated into a common, easy to use widget that can be hosted on your site. The Hawk is designed to bring your audience together and encourage the participation in a community experience around your live event.

### Integration is key

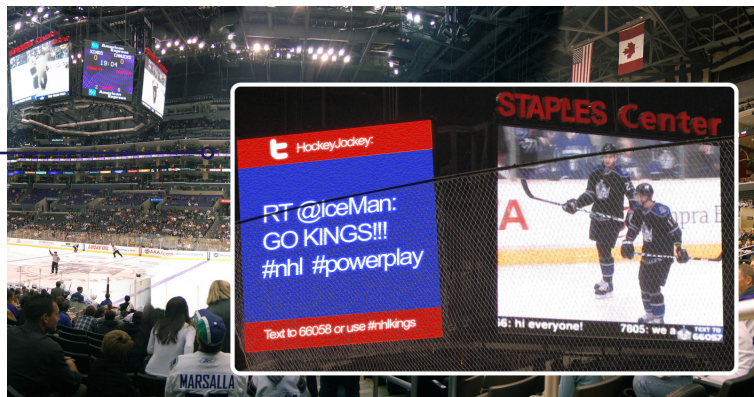
The Hawk can easily be added to your existing website and used to display the messages with a design consistent with your brand. A welcome message is displayed to prompt interaction with the community. The Hawk not only integrates online, but it also can be incorporated into your venue. Audience members can text, tweet or facebook from the arena and the approved messages can be displayed to the crowd. Distribution can be via LED message board or designed for use with existing systems in a live event.

#### Spectator Influence

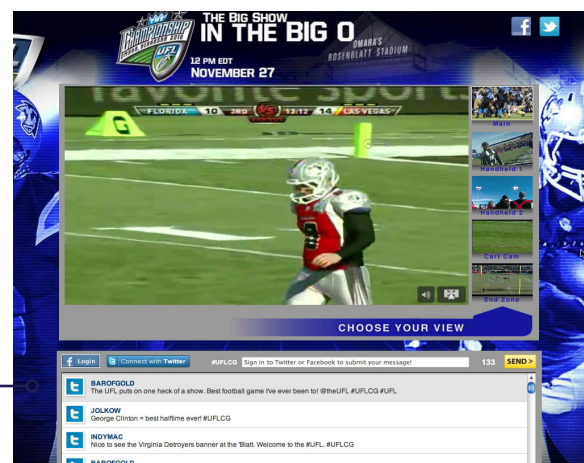
Social media transforms live event viewers into participants that interact with the event through comments, questions, suggestions and much more.

The Hawk lets you safely harness, control and monetize this high level of audience engagement, with minimal resources and maximum impact.

#### On-Site Social Media Integration



#### Online Social Media Integration

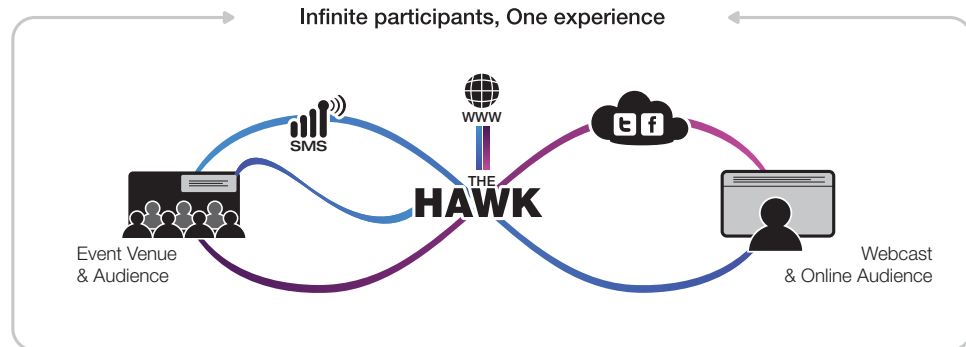


## Moderation in moderation

Despite having a powerful moderation tool, The Hawk allows the users to promote the event unhindered. The messaging displayed on the website and in the venue are controlled, but all tweets and Facebook messages are sent to the users' accounts unrestricted. Additionally, all messages sent to The Hawk automatically include an event specific hashtag and posted messages include a link to the event page. This extra feature creates buzz around your event and allows for greater social interaction.

Message  
Aggregation

Users can submit content from wherever they may be viewing the event including Twitter, Facebook, text messaging, web submission, and more.



## Keep the conversation going

The Hawk automatically collects phone numbers, Twitter / Facebook usernames and web information from posters, which you can use after the event to continue the conversation.

The Hawk from AEG Digital Media is the perfect way to turn your fans from spectators to participants in your live events.

- » It's versatile. The messages are available in a variety of formats and can be distributed via channels of your choosing.
- » It's scalable. Audience size has no effect on the speed and reliability of the system.
- » It's reliable. Designed to withstand hardware and system outages.

## Message Management

Managing incoming messages is easy. Administrators have full control over what messages are displayed through manual approval, or choosing from over twelve message management options including live feed, spokesperson status, blacklist reject and others. Alternatively, the system may be set for automatic distribution removing the need for human approval.