



26th June 2020

SXSAUS RETURNS TO RACING LIVE

AUSTRALIA'S MOST EXTREME AND EXCITING MOTORSPORT
IS BACK LIVE AND INTERACTIVE ONLY ON MVSN TV

The DEWALT SXS Motorsport Australia Championship (SXSAUS) is coming back to Australia live on 25th July 2020 from the Traralgon Motorcycle Club. Broadcasting the action throughout Australia and around the world is MVSN TV the latest broadcast technology giving fans control over their viewing experience through this ground-breaking multi-cast player for iOS and Android devices.

With the world eagerly awaiting the return of live sport, the anticipation is over for Australian SXS racers as SXSAUS Founder Sam Beck announced his schedule to Motorsport Australia bringing live action back!

Sam Beck: "Lock down restrictions have been a huge challenge for the world. Our racers, many of whom live in rural locations have been building new machines, testing on their properties and eagerly awaiting the announcement that we are back live. The Teams, Officials and our Partners have been in over-drive preparing for Traralgon and are exciting to bring the action back to our fans here and around the world."

With travel restrictions in place, and spectators not allowed to attend events, SXSAUS has been trialing broadcast technologies and options to engage fans within Australia and around the world. The challenge of capturing fast moving vehicles as well as track views, behind the scenes details and driver and team interaction, with limited budget and track-side technology infrastructure posed challenges for the race brand. Australian early-stage sports and entertainment tech Multi Vision Streaming Network (MVSN) trialed their multi-cast capture and production applications with great success.

MVSN Motorsports Chief, Matt Davies: "Knowing Sam and the SXSAUS events for years, it was clear that our technology was an ideal offer for the team to adopt. Our multi-cam system allows fans to direct their experience by selecting the cameras they want to see most, follow the car, track the jumps and be a part of the action."

Sam Beck: "MVSN came to us with a solution that allowed us to engage our fans and use the marketing power of social media to reach new fans very cost effectively. Knowing how these vehicles operate, the jumps, the crashes, the mud and crazy motorsport action, I was skeptical that it could stream the action. Trials with team owners proved the tech was up for it and we are very excited to be bringing this Australian first to our teams at SXSAUS and most importantly our fans."

MVSN has been in development for the past two years. Following the successful proof of concept events in sailing, combat sports and basketball, MVSN has quickly earned the attention of sports and entertainment brands world-wide.

Peter Friedman, former production executive at PGA Tour Entertainment, McCann Erickson, and sports giant Nike amongst others, joined the company from the USA: "MVSN is truly disruptive. Without miles of cable, multiple satellite trucks and expensive multi-person camera crews, brands can capture sports action, premium entertainment and bring fans closer than ever, easier and far





more economically. Mobile devices are where it is at and MVSN delivers. We are very excited about the opportunity with SXSAUS - the action is so much fun to watch and the vehicles are awesome.”

SXSAUS is proudly supported by DEWALT, Polaris, BFGoodrich, Selby, Haier & Lovelight.

Mark your calendar:

25th July 2020
DEWALT SXS Motorsport Australia Championship
Traralgon Motorcycle Club
Victoria, Australia

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To download the MVSN player for Android or Apple iOS, please visit:

Apple iOS @ <https://apps.apple.com/au/app/mvsn/id1472153787>

Android @ <https://play.google.com/store/apps/details?id=com.esryou.tv>

