



## Tennis Canada looks to Place-based Media to Connect Tennis Community, Boost Communication and Drive Sponsorship Revenue.

TORONTO, ON and CHARLOTTETOWN, PE – (May 13, 2015) ScreenScape announced it has been selected by Tennis Canada to power its own place-based media network. ScreenScape is a software solution that allows Tennis Canada to distribute rich media content, such as digital video, to screens inside local tennis clubs, or any of the thousands of venues that happen to already be using ScreenScape.

"Tennis Canada is breaking new ground when it comes to the ways in which we connect and communicate with Tennis fans" said Mark Healy, Chief Marketing Officer for Tennis Canada. "Online video, and social media have become popular methods for Tennis Canada members to capture moments and share their excitement for our game. Naturally we want to bring that excitement to tennis clubs right across the country, and integrate it into the events, the programming, and the community-building we're doing at the grassroots level. Place-based media is one of the most powerful ways we can do this."

ScreenScape makes software that helps businesses connect and control screens over the Internet. Using ScreenScape.com they can then collaborate and share rich media, such as video, with audiences on location in a place of businesses. Brand marketers and retail networks use the technology to publish digital signage content on screens inside their stores. Health clinics, university campuses and other kinds of venues use it to engage and entertain their visitors. It's part of a growing technology arena called place-based media that is rapidly turning TV screens outside the home into location-specific media channels.

Late in 2014 ScreenScape launched a new plug-and-play device, called ScreenScape Connect, that can quickly turn any TV into a powerful digital sign. This simple device-oriented approach makes it easier for a tennis club to get started with the technology and dramatically reduces the cost and complexity of scaling and managing a large scale place-based media network.

"Using ScreenScape we can keep members up to date on the latest tennis related news, tournament results, event announcements and so on. We can also use the tool to offer more compelling sponsorship opportunities to our business partners in a way that benefits everyone involved. We invite Tennis Clubs to take a good look at what ScreenScape can do for their own club and, through Groups like Tennis Canada, for the Tennis community at large. If you have a TV in your club, and wifi access, it's now simply a matter of plugging in one of these simple devices," added Healy.



### About Tennis Canada

Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth of tennis in Canada and a vision to become a world-leading tennis nation. We value teamwork, passion, integrity, innovation and excellence. Tennis Canada owns and operates the premier Rogers Cup presented by National Bank WTA and ATP World Tour events, eight professional ITF- sanctioned events and financially supports 15 other professional tournaments in Canada. Tennis Canada operates national junior training centres/programs in Toronto, Montreal and Vancouver. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee, the Canadian Paralympic Committee and the International Wheelchair Tennis Association, and serves to administer, sponsor and select the teams for Davis Cup, Fed Cup, the Olympic and Paralympic Games and all wheelchair, junior and senior national teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada, please visit our website at [www.tenniscanada.com](http://www.tenniscanada.com) and follow us on Facebook (<https://www.facebook.com/TennisCanada> ) and Twitter ([https://twitter.com/Tennis\\_Canada](https://twitter.com/Tennis_Canada) ).

### About ScreenScape

ScreenScape makes software that helps businesses connect and control screens over the Internet. Using a simple plug & play device, provided by Dell, ScreenScape customers can turn any screen into a connected digital sign. Once a screen is connected it can be updated, monitored and managed over the Internet using ScreenScape.com.

Brand marketers and retail networks use the technology to publish digital signage content on screens inside their stores. Health clinics, university campuses and other kinds of venues use it to engage and entertain their visitors. It's part of a growing technology arena called place-based media that is rapidly turning TV screens outside the home into location-specific media channels.

For more information, please contact:

ScreenScape Networks Inc.

(902) 368-1975 | [screenscape@screenscape.net](mailto:screenscape@screenscape.net) | <http://screenscape.net>

P.O. Box 291, 133 Queen Street, 3rd Floor, Charlottetown, PE C1A 7K4 Canada