

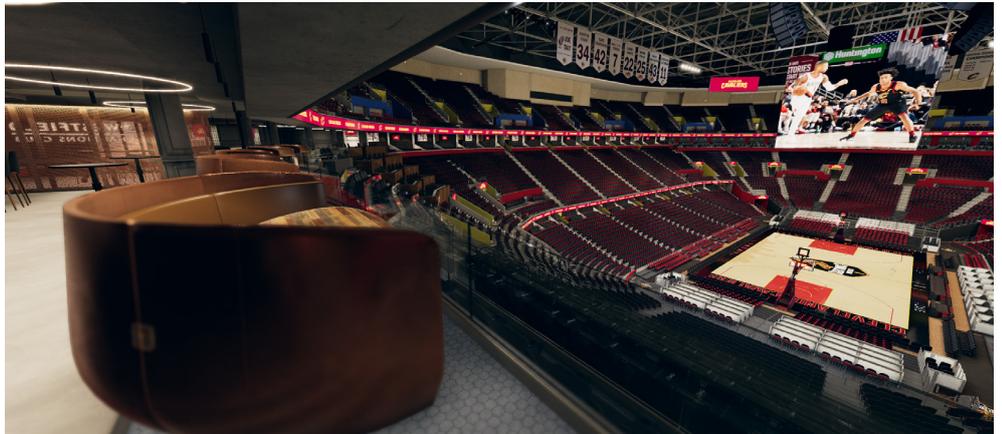


## A Virtual Reality walkthrough among the VIP spaces of the Cleveland Cavaliers, designed by 3D Digital Venue

Rocket Mortgage FieldHouse is located in Cleveland, Ohio and is home to the NBA Cleveland Cavaliers. The venue boasts a seating capacity of 19,432, which is one of the largest in the NBA. As the organization continues to provide the best fan experience possible, new technology now offers a unique experience to guests before they even step foot into the building.

The Cavs use Ticketing3D from 3D Digital Venue and AXS to enhance the ticket buying process by allowing guests to virtually see the view from any seat in Rocket Mortgage FieldHouse before purchasing tickets.

The same experience is also offered to guests interested in purchasing premium seating inside of Rocket Mortgage FieldHouse, which includes more than 60 suites and five lounges. Because VIP sales are such a large part of revenue for the venue, it was important to the Cavaliers that guests would be able to navigate through the premium spaces and to see an accurate and detailed view of each space from all aspects.



3D Digital Venue individually created each space with respect to the elements that give each room its own personality.

The challenge of accurately recreating the spaces and ability for guests to navigate in through the space Virtual Reality required a level dedication and detail that the team at 3D Digital Venue has been improving for years. 3D Digital Venue, conceived in 2012 in Barcelona is a global technology solutions company focusing on building 3D Digital Venue Management Solutions for the Sports and Entertainment Industry.

Equally unique and diverse in its offerings, 3D Digital Venue has been successfully building best in class 360-degree 3D interactive solutions that excel in delivering greater fan satisfaction, increasing season ticket holder renewal rates and providing special viewing for prospective VIP buyers. Interactive solutions that excel in delivering greater fan satisfaction, increasing season ticket holder renewal rates and providing special viewing for prospective VIP buyers.

