

CREST

BISBEE'S LUXURY MAGAZINE FOR THE OUTDOOR ENTHUSIAST



SINGLE MALT
it's a serious business!

AND WATER?
too good to spoil

GOLDEN GLOVES
'game worn' investments

A WORLD AWAY
japan, extreme measures

THE ICARUS TOUCH
more than just an adrenaline rush

ARMCHAIR FISHERMEN
coverage has been changed... forever

SPACE: THE FINAL FRONTIER
take the ultimate in one-upmanship

DON'T FORGET TO
ASK ABOUT OUR:

- Crest **Captain** 2010
- Crest **USA Marina** 2010
- Crest **Mexico Marina** 2010
- Crest **International Marina** 2010

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REAL-TIME TOURNAMENT VIDEO

STREAMING STRAIGHT FROM THE COCKPIT!



For the first time in history, an offshore tournament will broadcast the tournament action LIVE from the cockpits of the boats thanks to the extraordinary co-development of the patent pending hardware and software of "Offshore LIVE Broadcasting Corp." co-created by Bisbee's and International Racing Consultants (IRC).

In 2008, Bisbee's and IRC introduced a real-time, interactive GPS satellite data and voice communication monitoring system to the offshore community called IriTrack®. Offshore LIVE Broadcasting is now presenting the video broadcast enabled IriTrack®.

Virtually every other sport had been able to evolve into a mainstream element of society for one primary reason. This is the capability to be televised and/or internet broadcast in a live, play-by-play format. This was true with the NFL when NFL Films™ introduced "real-time spectator opportunities" outside of the stadium and brought them into the living rooms of the world. The same is true for NASCAR.

The "non-spectator sport" barriers that have hindered the sport of offshore tournament fishing for the past 50 years have now been shattered. "Sportfishing is now able to create its own individual team "heroes" who are corporately sponsored." Tournament organizers also have the capability to step outside of the previously limited box with regards to corporate sponsorships since million person-plus viewership translates to heightened levels of corporate interest and involvement.

Four key benefits of Offshore LIVE Broadcasting are:

- ✓ Participant safety.
- ✓ Rules enforcement.
- ✓ Global spectator entertainment.
- ✓ Individual team and event awareness.

In 2010 Offshore Live Broadcasting will make its debut at the 30th Anniversary of the Bisbee's Black & Blue Marlin Tournament in Cabo San Lucas. What better place to launch this revolutionary advancement than at the World's Richest Fishing Event. In 2011, contracts will be available to great teams and tournaments world-wide!

IriTrack® is a registered trademark of International Racing Consultants (IRC)

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For the first time ever we can now watch the experts land their million dollar catch, live and in glorious technicolor thanks to Bisbee's and IRC's renowned innovation.

By Bob Wilkins

Offshore LIVE Broadcasting Corporation®. Making History! Bringing tournament fishing action live from the cockpits of the boats.

Every serious fisherman lives and breathes the sport so much that they probably find themselves watching *ESPN Outdoors* and catching the latest episode of a saltwater fishing show, recorded of course! We've all probably dreamed of catching the big one on TV, even live in front of a televised and broadcasted audience. Like a home run for the home team... or a touchdown at the Superbowl. Well, gentlemen, this year's Bisbee's Black and Blue tournament puts sport fishing right up there with the greats, when for the first time anywhere they video broadcast the *Black & Blue Tournament* live to the world – right from the captain's chair out on the fishing grounds. Not just charted "graphic representations" created by computer software but real and live full color images. This is all made possible by the creation of the **Offshore LIVE Broadcasting Corporation®** by Bisbee's and International Racing Consultants, the same partnership that brought anglers the IriTrack satellite data recording and voice communication & broadcast system two years ago. New and improved... with live video.

"Virtually every other sport has been able to evolve into a mainstream element of society for one primary reason," said Wayne Bisbee. "This is the capability to be televised and/or internet broadcast in a live, play-by-play format. This was true when NFL Films™ created real-time "spectator opportunities" out of the stadium and into the living rooms of the world. The same is true for NASCAR."

"The "non-spectator sport" barriers that have hindered our industry for the past 50 years have now been shattered, and the natural progression of developing individual team and event exposure and sponsorships are here. Wouldn't it be great to cultivate our own "heroes", who are actually being paid to fish the tournaments of their choice, all while fans located everywhere watch them compete... as the events unfold."

I'd like you to think of one of your fishing tales, complete with the struggle, the fight, the "in-a-zone" feeling you get when you have one on the line. Throw in the chaos that ensues on deck, the captain barking orders to the mates, and the thrill of getting that 500-pounder onboard or released. Now video it to the world, live. Better than watching your wedding video over and over, right? Whoever hasn't gone fishing will truly understand the talent, skill, and perseverance it takes to "tackle" this sport of sports.

The boats will have an IriTrack® interactive GPS satellite transponder box and antenna. This system utilizes satellite equipment to communicate between the vessel and the IriTrack® Control Center. Inside the instrument are a GPS module, an Iridium Satellite Voice and Data Modem, a micro-computer and software. "This is the same unit that is used on the Baja 1,000 race cars and most other major races in the world," states Bisbee. "When you run the IriTrack® Real Time Satellite Tracking System, you are on the web for every minute of the tournament's fishing hours. Anyone with access to the internet can follow your tournament progress at all times, and know your hook up and release status."

However, with the inclusion of the now patent pending hardware and software developed by the **Offshore LIVE Broadcasting Corporation®** team, broadcast and recording enabled video camera systems have been added to the IriTrack® system.

How exciting is this for deep sea fishing? The action, excitement, and passion for the sport, all on camera. In addition to all of the inherent entertainment and potential sponsorship aspects of this, are two more equally important benefits. These are participant safety, and tournament rules enforcement.

Safety: With the touch of a single button, in an emergency situation IriTrack® control can talk directly to a team, or they can call IriTrack® Control and talk directly to them. The voice telephone calls between the boat and IriTrack® Control are in real time, with a real person on the line.

Rules Enforcement: Concerns about whether a boat is behind the starting line or returned to port as required, or fishing outside the tournament boundaries are eliminated with the employment of the built in 24 hour IriTrack® GPS monitoring and reporting system. The IriTrack® Real Time Satellite Tracking System monitors a vessel's location, speed, and situation throughout the tournament. It records the information every 5 seconds and sends it to IriTrack® Control through a built in Iridium Satellite Telephone every 120 seconds.

Sport fishing's time has come and with this unique and unprecedented partnership between Bisbee's and IRC, fisherman from all over the world will now have the outlet – LIVE – to show off their skills and bring the sport to a wider audience all by utilizing satellite technology and a home computer. A true breakthrough in the sport fishing industry. It's time to get onboard.

STREAMING A LINE...

Creative branding directions and opportunities are inevitable.

