

USGA Partners with Cisco to Create the Most Connected U.S. Open in History

LIBERTY CORNER, N.J. (June 10, 2019) The USGA, in partnership with Cisco, announced a variety of initiatives designed to provide the most connected experience in golf for those attending, watching, covering and following the 119th U.S. Open Championship. This year's U.S. Open, which will be held June 10-16 at the iconic Pebble Beach Golf Links, will offer fans an unprecedented level of access to the action taking place across the grounds. As the Official Technology Partner of the USGA and its championships, Cisco is helping to transform the way golf fans on-site and around the world interact with the sport and its players.

"One of the USGA's greatest priorities is to ensure that each person who steps through the gates at one of our championships receives the best fan experience in golf," says Navin Singh, chief commercial officer of the USGA. "With 156 players in the field, we know that the ability to follow scores and stay connected to the championship on your mobile device is critical to delivering a superior fan experience. Our partners at Cisco have worked closely with our team to ensure our fans don't miss a moment of the action."

"Attending the U.S. Open is an experience that sports fans across the globe dream about," says Kevin Dunbar, senior director of brand strategy, Cisco. "By leveraging the latest in high-density wireless technology, we have created new ways for fans to engage with the championship; consume and share content both on-site and around the world; and connect with the sport's greatest athletes as they compete for the game's most coveted title."

Highlights Include:

Course-Wide Wi-Fi

Cisco is proud to power a first-of-its-kind, Connected Course experience with a robust Wi-Fi network available throughout the championship grounds. With more than 350 wireless access points, fans will be able to stay connected, making it easier than ever to engage, follow, and share championship moments all week long. In addition, Cisco will conduct the first-ever test at a major sporting event of

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Wi-Fi 6, the next-generation wireless standard, with a dedicated portion of the network at the event using Cisco Meraki Wi-Fi 6 access points.

U.S. Open App

The 2019 U.S. Open App, powered by Cisco, provides golf fans around the world with an engaging and innovative digital experience for the 119th U.S. Open Championship at Pebble Beach Golf Links. For the first time, the on-site map available within the official U.S. Open Mobile App will include a wayfinding feature to provide fans with step-by-step directions to easily navigate to their favorite players, all 18 holes, concessions and amenities around the course. Fans will also receive an estimate for the expected steps and travel time, allowing them to traverse the championship grounds more efficiently than ever before.

Practice Range Toptracer Experience

The practice range is always a fan favorite at the U.S. Open, allowing them to see their favorite players up close and watch how they prepare for golf's ultimate test. New for this year, Cisco's dynamic content delivery system – Cisco Vision – is powering an interactive video experience that delivers Toptracer technology to track players' ball flights and serve up advanced analytics on a large video screen.

Over-The-Top Streaming Service

New for 2019, the USGA and Cisco have partnered to create an over-the-top app designed to deliver USGA championship content when, where, and how fans want it. Available for Apple TV and Roku, the USGA app offers fans the ability to watch free, live-streaming coverage of the U.S. Open. In addition, fans can relive iconic U.S. Open moments with highlights, featured films and entire final-round broadcasts from some of the most memorable championships, including all five U.S. Opens at Pebble Beach.

Media Center

Cisco Webex collaboration technology will allow journalists from around the world to connect to press conferences and interact with players, broadening the reach of the global championship.

Advanced Analytics

Cisco is helping to power richer, data-backed insights into who is winning USGA championships and why. This will include greater integration of advanced analytics throughout a variety of communication channels including on-site video boards, the U.S. Open app, digital and social media, and Fox broadcasts.

About the USGA

The USGA celebrates, serves and advances the game of golf. Founded in 1894, we conduct many of golf's premier professional and amateur championships, including the U.S. Open and U.S. Women's Open. With The R&A, we govern the sport via a global set of playing, equipment and amateur status rules. Our operating jurisdiction for these governance functions is the United States, its territories and Mexico. The USGA Handicap System is utilized in more than 40 countries and our Course Rating System covers 95 percent of the world's golf courses, enabling all golfers to play on an equitable basis. The USGA campus in Liberty Corner, New Jersey, is home to the Association's Research and Test Center, where science and innovation are fueling a healthy and sustainable game for the future. The campus is also home to the USGA Golf Museum, where we honor the game by curating the world's most comprehensive archive of golf artifacts. To learn more, visit usga.org.

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