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For Immediate Release

ISX Scoring to Make a Splash at the Vans Pool Party

Vans adds state-of-the-art, instant scoring system to power its annual pro skateboard bowl competition

Malibu, CA and Portland, OR— ISX Scoring, also known as Instant Scoring eXperience™, has been signed on by Vans to power the scoring and stats for the upcoming Vans Pool Party competition to be held May 17, 2014 at the Vans Skatepark in Orange, California.

This year's contest will showcase a talented group featuring Vans sponsored skaters Pedro Barros, Christian Hosoi, Omar Hassan, Steve Caballero and many more, competing for a \$120,000 prize purse. Vans will broadcast the event via live webcast.

"With so much action and talent packed into one pool, it's great to have ISX Scoring along to keep pace with the world's top pros at this year's Vans Pool Party," said Justin Regan, Sr. Global Marketing Manager, Action Sports, Vans. "Expect huge tricks and non-stop action, and with ISX Scoring, we have a top-notch scoring, graphics, and stats partner to help us deliver the ultimate fan experience."

The ISX Scoring system has been a mainstay of professional skateboarding's top competitions, including Street League Skateboarding and Street League at X Games events. Added Paul Taublieb, Founder of TAUBLIEB Films and co-developer of ISX, "ISX Scoring has been a game-changer for action sports and pro skateboarding competitions, and we're excited to bring it to the 2014 Vans Pool Party. Through instant scoring and the ability to display real-time results, ISX Scoring dramatically enhances the sports theater experience for viewers, fans and competitors alike."

How ISX Scoring Works

ISX Scoring is developed, marketed and sold through a joint partnership between TAUBLIEB Films, Dialsmith, and Rob Dyrdek. The system uses hand-held dials built on Dialsmith's Perception Analyzer® platform combined with proprietary software and a graphics interface that instantly captures scores and displays them in a real-time, visually dynamic and kinetic fashion.

Judges use the hand-held dials to continuously and instantaneously evaluate every trick, run and element as well as a competitor's overall performance—all of which is presented using state-of-the-art graphics. This fan- and viewer-friendly format enables television viewers and live audiences to see exactly what the judges are reacting to in real-time, dramatically enhancing the viewing impact and entertainment experience.

"ISX Scoring has been embraced by pro skateboarding events, like the Vans Pool Party, Street League Skateboarding, as well as other competitions like Monster Energy Cup and Feld Motor Sports' Monster Jam, for its unique ability to instantly compile and display scores and results as they are happening," noted David Paull, CEO and Founder of Dialsmith and co-developer of ISX. "Judges love how easy the scoring dials are to use and that it allows them to keep their attention on the action. Competitors love that they know their up-to-the-moment results at all times and know exactly what scores they need to advance in the standing or make it to the next round. And, fans and viewers love seeing results instantly and having the same visibility into the action as the judges and their favorite pros."

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CONTACTS

For more information on ISX Scoring, go to: www.ISXscoring.com / info@ISXscoring.com

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