



ANNUAL LICENSE AGREEMENT

[CLIENT]

[PROJECT]

Month YYYY



SOFTWARE LICENSE AGREEMENT

THIS SOFTWARE LICENSE AGREEMENT ("**Agreement**"), dated as of [MM.DD.YYYY], (the "**Effective Date**"), is by and between Advent, LLC, a Tennessee limited liability company located at 3011 Armory Drive Suite 380, Nashville, TN 37204 (the "**Licensor**"), and [CLIENT], located at [CLIENT SITE ADDRESS] (the "**Licensee**"). Licensor and Licensee are sometimes referred to herein, individually, as a "**Party**" and, collectively, as the "**Parties**."

WHEREAS, Licensee engaged Licensor to develop a proprietary software program which is now referred to by the Parties as the Advent Interactive System (the "**Software**");

WHEREAS, Licensor desires to grant to Licensee, and Licensee desires to obtain, a right and license to use the Software subject to the terms and conditions of this Agreement.

NOW, THEREFORE, in consideration of the premises and the mutual covenants of this Agreement and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. DEFINITIONS.

"**Advent Interactive System**" means the version of Advent Interactive System as set out in Schedule 1.

"**Affiliate**" shall mean, with respect to any Person, a Person that directly or indirectly through one or more intermediaries, controls, is controlled by, or is under common control with, such Person.

"**Authorized Administrative Users**" shall mean those individual employees, agents and independent contractors of Licensee who are authorized by Licensee to access and use the administrative functions of the Software.

"**Confidential Information**" shall mean any and all information and materials, including without limitation, ideas, concepts, plans, specifications, diagrams, images, data, documents, processes, methods, inventions, know how, trade secrets, and any other tangible or intangible thing of a Party, or its licensors, suppliers or affiliates, that has not been made generally available to the public or that the Party receiving such information knows or has reason to know is confidential, proprietary or a trade secret. Confidential Information shall not include information that (a) is or becomes public domain other than as a result of a disclosure in violation of this Agreement; (b) the receiving Party can establish that it knew prior to the receipt of the same from the



disclosing Party; (c) is obtained from a third party having the right to disclose same without breach of any obligation of confidentiality to the disclosing Party; or (d) is developed by the receiving Party independently of and without reference to the Confidential Information.

"Documentation" shall mean all user manuals, operating manuals, technical manuals and any other instructions, specifications, documents and materials, in any form or media, that describe the functionality, installation, testing, operation, use, maintenance, support, technical or other components, features or requirements of the particular software program, and shall also include a complete list of any and all required software, versions and tools to effectively install, operate, execute and use the particular software program.

"Harmful Code" shall mean any (a) virus, trojan horse, worm, backdoor or other software or hardware devices the effect of which is to permit unauthorized access to, or to disable, erase, or otherwise harm, any computer, systems or software or (b) time bomb, drop dead device, or other software or hardware device designed to disable a computer program automatically with the passage of time or under the positive control of any Person, or otherwise prevent, restrict or impede use of such software.

"Intellectual Property Rights" shall mean all right, title and interest in or relating to any patents and patent applications (including provisional applications, renewals, continuations, continuations-in-part and divisional applications or patents derived therefrom, both foreign and domestic), and any other inventive rights, copyrights (registered and unregistered in both published and unpublished works, including all rights to renewals and continuations), trademarks, service marks, trade names and any other identifying name and mark (whether registered or unregistered) and all goodwill related thereto, know-how, trade secrets and all other intellectual property and proprietary rights.

"Law" shall mean any statute, law, ordinance, regulation, rule, code, order, constitution, treaty, common law, judgment, decree or other requirement or rule of any federal, state, local or foreign government or political subdivision thereof, or any arbitrator, court or tribunal of competent jurisdiction.

"Licensee Data" shall mean all data, information and other content of any type and in any format, medium or form, whether audio, visual, digital, screen, GUI or other, that is input, uploaded to, placed into or collected, stored, processed, generated or output by any device, system or network by or on behalf of Licensee or any Licensee Affiliate, including any and all works, data, analyses and other information and materials resulting from any use or modification of the Software by or on behalf of Licensee or any Licensee Affiliate under this Agreement.

"Modification" means any additional and new functionality incorporated into the Advent Interactive System.

"Modular Components" means pre-existing and additional functionality which may be incorporated into the Advent Interactive System, and as set out in Schedule 1.



"**Person**" shall mean an individual, corporation, partnership, joint venture, limited liability company, governmental authority, unincorporated organization, trust, association or other entity. "**Software**" shall have the meaning set forth in the recitals and shall include any Modular Components and any Modification or Documentation relating thereto and all Intellectual Property Rights embodied in, attributed to, or arising from any of the foregoing.

2. LICENSE GRANT AND USE.

(a) Licensor hereby grants to Licensee a non-transferrable, non-exclusive license to operate, use and display the Software at _____ (the "Licensed Site"). Licensee's rights to the Software are expressly limited to the use of the Software at the Licensed Site. Licensee shall be exclusively responsible for the supervision, management, operation and control of its use of the Software, and Licensee shall be exclusively responsible for its selection of the Software to achieve Licensee's intended results and for the results obtained there from.

(b) Licensee agrees not to reverse engineer, reverse compile, decode, de-compile or disassemble the Software in any manner or form and will not itself, or permit others to, create or attempt to create, by reverse engineering, reverse compiling, decoding, de-compiling, disassembling or otherwise, the source programs or any other part therefrom from the object programs or from other information made available from Licensor to Licensee under this Agreement or otherwise (whether oral, written, tangible or intangible). Licensee shall not modify, alter, adapt or translate the Software, or any portion thereof, in any manner or form without the prior written consent of Licensor. Licensee acknowledges that the Software contains proprietary information that is protected by copyright laws, intellectual property laws, international treaty provisions and other applicable laws.

(c) Licensee may not copy, reproduce or duplicate the Software, any tangible media containing the Software, the Software specifications and/or any supporting documentation thereof, in any manner or form, in whole or in part. Licensee acknowledges and understands that it may not and will not operate any additional copies of the Software without the prior written approval of Licensor. Licensee shall prevent, and not permit, any third parties from copying, reproducing or duplicating the Software, specifications and supporting documentation. Licensee's violation of any provisions of this Section shall constitute a material breach of this Agreement, misappropriation of Licensor's intellectual property rights and copyright infringement.

(d) Any third party or open source software incorporated in the Software (the "Third Party Software") and used by Licensor shall be deemed to be incorporated within the Software for the purposes of the license (except where expressly provided to the contrary), and use of the Third Party Software shall be subject to any terms and conditions relating to the use of the Third Party Software notified to Licensee by Licensor (the "Third-Party Additional Terms"). Licensee shall indemnify and hold Licensor harmless against any loss or damage which it may suffer or incur as a result of Licensee's breach of any Third-Party Additional Terms howsoever arising, and Licensor



may treat a breach of any Third Party Additional Terms as a breach of this Agreement.

(e) Licensee agrees that the maximum number of Authorized Administrative Users that it authorizes to access and use the Software shall not exceed the number agreed upon by Licensor and Licensee. Licensee shall not access, store, distribute or transmit any Harmful Code via the Software, nor shall it store any material on the servers which may incur any liability for Licensor to a third party. Licensor reserves the right to temporarily suspend access to any Authorized Administrative User or to any part of the Software in instances where Licensor has genuine grounds to believe that the Software is being used in a manner which may incur a liability upon Licensor, including but not limited to any breach of Licensee's undertaking.

3. LICENSE FEES & PAYMENT

a) License Fee. In consideration of the licenses granted herein, Licensee shall pay the License Fee or other consideration for the Software as set forth herein. All amounts payable hereunder by Licensee shall be payable in \$USD funds without deductions for taxes, assessments, fees, or charges of any kind. Licensor reserves the right to increase annual license fees as required to maintain service levels. Licensor will provide 60 day notice of any pending increase prior to annual renewal.

(b) Taxes and Other Charges. Licensee shall be responsible for paying all (i) sales, use, excise, value-added, or other tax or governmental charges imposed on the licensing or use of the Software hereunder; (ii) freight, insurance, and installation charges; and (iii) import or export duties or like charges.

4. SUPPORT AND MAINTENANCE.

All ongoing maintenance and support obligations shall be governed by the separate Service Level Agreement if applicable and entered into by the Parties.

5. REPRESENTATIONS AND WARRANTIES.

(a) Each Party represents and warrants to the other Party that: (i) such Party has the power and authority to execute, deliver and perform its obligations under this Agreement; (ii) the execution, delivery and performance of this Agreement have been duly authorized by such Party and does not and shall not conflict with any agreement or instrument to which such Party is bound; and (iii) this Agreement constitutes the legal, valid and binding obligation of such Party, enforceable against it in accordance with its terms.

(b) Licensor warrants that the Software shall perform as materially intended for a period of one (1) year following installation. This warranty shall not apply to the extent

of any non conformance which is caused by use of the Software contrary to Licensor's instructions, or modification or alteration of the Software by any party other than Licensor or Licensor's duly authorized contractors or agents. If Licensee notifies Licensor that the Software does not conform to the foregoing warranty, Licensor shall



satisfy its obligations under the Technical Service Agreement. Such performance constitutes the Licensee's sole and exclusive remedy for any breach of this warranty. Notwithstanding the foregoing, Licensor does not warrant that Licensee's use of the Software will be uninterrupted or error-free; nor that the Software and/or the information obtained by Licensee through the Software will meet Licensee's requirements; and Licensor is not responsible for any delays, delivery failures, or any other loss or damage resulting from the transfer of data over communications networks and facilities, including the internet, and Licensee acknowledges that the Software may be subject to limitations, delays and other problems inherent in the use of such communications facilities.

(c) EXCEPT AS SET FORTH IN THIS SECTION 5, LICENSOR MAKES NO OTHER REPRESENTATIONS, WARRANTIES OR GUARANTEES, EXPRESS OR IMPLIED, WRITTEN OR ORAL, ARISING BY LAW OR OTHERWISE, WITH RESPECT TO THE QUALITY, ACCURACY, CORRECTNESS, COMPLETENESS OR USEFULNESS OF THE SOFTWARE, INCLUDING, BUT NOT LIMITED TO, THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, WHICH ARE EXPRESSLY DISCLAIMED.

6. OWNERSHIP RIGHTS.

(a) Licensor holds all right, title and interest in and to the Software (including without limitation, copyrightable or patentable subject matter, trade secrets or other intellectual property rights). All modifications, adaptations, revisions, changes, enhancements, translations, abridgements, condensations, expansions, conversions, upgrades or additions made to the Software shall be the sole and exclusive property of Licensor and shall be considered a part of the Software, including all applicable rights to patents, copyrights, trademarks and trade secrets inherent therein and appurtenant thereto. Licensee acknowledges that Licensor owns all United States and international copyrights in the Software and any portions thereof. Licensee shall not do anything to infringe upon, harm, or contest the validity of any intellectual property rights of Licensor.

(b) As between Licensee and Licensor, Licensee shall be and remain the exclusive owner of, and shall retain, all right, title and interest in and to the Licensee Data. The Licensee Data is the Confidential Information of Licensee, and Licensor does not hold and shall not hold, acquire or claim (i) any right, title or interest in or to any Licensee Data as a result of this Agreement; or (ii) any right or license to, and shall not, use any Licensee Data except to the extent necessary to perform its obligations under this Agreement. Licensee shall be responsible for archiving procedures for Licensee Data, and Licensor shall not be responsible for any loss or damage to Licensee Data. Licensee's sole and exclusive remedy shall be for Licensor to use reasonable commercial endeavors to restore the lost or damaged Licensee Data from the latest back-up of such Licensee Data maintained by Licensor in accordance with the archiving procedure. Licensor shall not be responsible for any loss, destruction, alteration or disclosure of Licensee Data.



7. COVENANTS.

(a) Each Party acknowledges and agrees that (i) it may receive or be privy to Confidential Information of the other Party, (ii) each Party's Confidential Information is regarded by such Party as a proprietary and a valuable asset, and (iii) unauthorized disclosure or unauthorized use of the other Party's Confidential Information may cause such Party irreparable harm and loss. In consideration for the benefits received under this Agreement, each Party agrees that it shall hold and cause its personnel to hold the other Party's Confidential Information in the strictest of confidence, and shall not, without the prior written consent of the Party owning the Confidential Information, use or make any disclosures of Confidential Information directly or indirectly to any person for any purpose other than facilitating the licenses and other rights granted in this Agreement. Each Party agrees that its employees, contractors and agents will have access to the other Parties' Confidential Information only on a need-to-know basis and after they have agreed in writing to abide by the confidentiality obligations provided herein. Each Party shall take reasonable measures to protect the secrecy of and avoid disclosure and unauthorized use of the other Party's Confidential Information. The minimum standard for protection of Confidential Information shall be the degree and measure of protection such Party affords its own most secret or highly confidential information. Notwithstanding the foregoing, if a Party is required to disclose Confidential Information pursuant to applicable law or legal process, such Party may disclose such Confidential Information, provided that the other Party shall first be informed of such disclosure within sufficient time for such other Party to seek a protective order or take other legal action to prevent such disclosure.

(b) Licensor shall provide all services and work product hereunder in a timely, skillful, professional and workmanlike manner through qualified personnel exercising knowledge, skill and diligence consistent with best practices in the industry and in accordance with the terms and conditions of this Agreement.

(c) Licensee shall provide Licensor with: (i) all necessary cooperation in relation to this Agreement and the Technical Service Agreement; and (ii) all necessary access to such information as may be required by Licensor in order to perform its obligations under this Agreement and all other agreements between the Parties, including but not limited to Licensee Data, security access information and configuration services. Licensee shall comply with all applicable laws and regulations with respect to its activities under this Agreement and carry out all other Licensee responsibilities set out

in this Agreement in a timely and efficient manner. In the event of any delays in the Licensee's provision of such assistance as agreed by the Parties, Licensor may adjust any agreed timetable or delivery schedule as reasonably necessary. Licensee shall obtain and shall maintain all necessary licenses, consents, and permissions necessary for Licensor, its contractors and agents to perform their obligations under this Agreement and any other agreements between the Parties and ensure that its network and systems comply with the relevant specifications provided by Licensor. Licensee shall be solely responsible for procuring and maintaining its network connections and



telecommunications links from its systems to the servers hosting the Software, and all problems, conditions, delays, delivery failures and all other loss or damage arising from or relating to Licensee's network connections, servers or telecommunications links or caused by the internet.

(d) Licensee shall not, for the duration of this Agreement, and for a period of twenty four months following termination, directly or indirectly induce or attempt to induce any employee of Licensor to leave the employment of Licensor.

(e) Licensee shall:

i. Use all reasonable endeavors to prevent any unauthorized access to, or use of, the Software and, in the event of any such unauthorized access or use, promptly notify Licensor;

ii. Ensure that where an agreed number of persons may use the Software, that number is not exceeded without the prior written consent of Licensor;

iii. Ensure that the Software is installed on designated and secure equipment only;

iv. Keep a complete and accurate record of Licensee's copying and disclosure of the Software and its users, and produce such record to Licensor on request;

v. Permit Licensor to inspect and have access to any premises (and to the computer equipment located there) at or on which the Software is being kept or used, and have access to any records kept in connection with this license, for the purposes of performing its obligations under all agreements between the Parties and ensuring that Licensee is complying with the terms of this Agreement, provided that Licensor provides reasonable advance notice to Licensee of such inspections, which shall take place at reasonable times;

vi. Not permit any third party to (i) access or modify the Software; (ii) access all or any part of the Software in order to build a product or service which competes with the Software; or (iii) use the Services to provide services to third parties; and/or

vii. Not license, sell, rent, lease, transfer, assign, distribute, display, disclose, or otherwise commercially exploit, or otherwise make the Software available to any third

party except the Authorized Administrative Users and other agents as agreed in writing.

8. INDEMNIFICATION; LIMITATION ON DAMAGES.

(a) To the fullest extent permitted by law, Licensee shall indemnify and hold harmless Licensor and each of its employees, officers, and directors (each an "Indemnatee") from and against all claims, damages, losses, and expenses, including



but not limited to, attorneys' fees (collectively, "Indemnified Claims"), arising out of, resulting from, or related to Licensor's performance of the services hereunder. Notwithstanding anything set forth herein to the contrary, Licensee shall not be obligated to save, indemnify, defend or hold harmless any Indemnitee from or against any Indemnified Claim arising from the gross negligence or willful misconduct of Licensor or its agents, servants or independent contractors (other than Licensor). The foregoing indemnification obligations of Licensee shall survive the expiration or earlier termination of this agreement and shall not be limited by the amount or availability of insurance proceeds under the insurance policies available to Licensor.

(b) IN NO EVENT SHALL LICENSOR, ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, SUPPLIERS, SUBSIDIARIES OR AFFILIATED ENTITIES BE LIABLE, WHETHER BASED ON CONTRACT, TORT, (INCLUDING NEGLIGENCE AND STRICT LIABILITY) UNDER ANY WARRANTY OR OTHERWISE FOR ANY INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL LOSSES OR DAMAGES ARISING OUT OF OR RELATED TO THIS AGREEMENT, THE SOFTWARE, OR THE USE OF SOFTWARE, EVEN IF LICENSOR HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND LICENSEE HEREBY RELEASES LICENSOR FROM ANY LIABILITY FOR ALL SUCH LOSSES AND DAMAGES. LICENSOR' TOTAL CUMULATIVE LIABILITY FOR CLAIMS OF ANY KIND WHETHER BASED ON CONTRACT, TORT (INCLUDING NEGLIGENCE AND STRICT LIABILITY), UNDER ANY WARRANTY OR OTHERWISE, FOR ANY LOSS OR DAMAGE ARISING OUT OF OR RELATED TO THIS AGREEMENT OR THE SOFTWARE, SHALL IN NO CASE EXCEED THE FEES PAID TO LICENSOR UNDER THE TECHNICAL SERVICE AGREEMENT DURING THE TWELVE MONTHS IMMEDIATELY PRECEDING ANY SUCH CLAIM, AND LICENSEE HEREBY RELEASES LICENSOR FROM ANY LIABILITY IN EXCESS OF SUCH AMOUNT. THIS PARAGRAPH SHALL SURVIVE THE TERMINATION OF THIS AGREEMENT AND SHALL REMAIN OPERATIVE AND IN FULL FORCE AND EFFECT.

9. TERM; TERMINATION.

(a) This Agreement shall be effective as of the date of execution by both Parties and shall continue indefinitely unless terminated (the "**Term**");

i. By Licensee upon written notice to Licensor; or

ii. By Licensor upon: (A) Licensee's failure to pay Licensor any charge, cost or other payment accruing hereunder or under any agreement between the Parties, if such delinquency has not been corrected within 30 days after such payment is due;

(B) Licensee's failure to perform any other term, condition or covenant in the Agreement, if such failure has not been corrected within 30 days after Licensor has given Licensee notice of such failure; and (C) any act or event whereby Licensee (1) is or becomes insolvent, (2) is or becomes a party to any bankruptcy or receivership proceeding or any similar action affecting the financial condition or property of Licensee, if such proceeding (if not filed or initiated by Licensee) has not been dismissed within 30 days, or (3) makes a general assignment for the benefit of creditors. Upon termination of this Agreement, Licensor may, in addition to other remedies which



it may have, immediately take possession of the Software, and if any monetary obligation of Licensee is outstanding, accelerate and declare all obligations of Licensee to be immediately due and payable by Licensee. If Licensor elects to terminate this Agreement pursuant to this Section, Licensee agrees that within 10 days of the date of termination, it will certify in writing to Licensor that it has taken all actions necessary to ensure that the original, and all copies of the Software, in whole or in part, and all other documentation or materials relating to the Software have been destroyed or returned to Licensor.

(b) The rights and obligations of the Parties set forth in Section 5 (Representations and Warranties), Section 6 (Ownership Rights), Section 7(a) (Confidentiality), Section 8 (Indemnification/Limitation), and Section 10 (Miscellaneous), and any right, obligation or required performance of the Parties in this Agreement which, by its express terms or nature and context is intended to survive termination or expiration of this Agreement, will survive any such termination or expiration.

10. MISCELLANEOUS.

(a) This Agreement shall not prevent Licensor from entering into similar agreements with third parties, or from independently developing, using, selling or licensing documentation, products and/or services which are similar to those provided under this Agreement.

(b) This Agreement shall be governed by and construed under the laws of the State of Tennessee without reference to its conflicts of law principles and venue for any dispute hereunder shall lie in Davidson County, Tennessee.

(c) All notices and other communications required or permitted hereunder shall be in writing and deemed sufficiently given or furnished if delivered by personal delivery, by expedited delivery service with proof of delivery, or by registered mail postage pre-paid, at the addresses specified on the first page of this Agreement (unless changed by similar notice in writing given by the particular person whose address is to be changed). Any such notice or communication shall be deemed to have been given either at the time of personal delivery or, in the case of delivery service or mail, as of the date of delivery at the address and in the manner provided herein.

(d) Neither Party will be liable for, or will be considered to be in breach of or default under this Agreement on account of, any delay or failure to perform as required

by this Agreement as a result of any causes or conditions that are beyond such Party's reasonable control and that such Party is unable to overcome through the exercise of commercially reasonable diligence. If any force majeure event occurs, the affected Party will give prompt written notice to the other party and will use commercially reasonable efforts to minimize the impact of the event.

(e) The relationship between the Parties is that of independent contractors. Nothing contained in this Agreement shall be construed as creating any agency, partnership, joint venture or other form of joint enterprise, employment or fiduciary relationship between the Parties, and neither party shall have authority to contract for or bind the



other Party in any manner whatsoever.

(f) Licensee shall not, without the prior written consent (not to be unreasonably withheld or delayed) of Licensor, assign, transfer, charge, sub-contract or deal in any other manner with all or any of its rights or obligations under this Agreement, except that Licensee shall be entitled to pass the benefit of this Agreement in whole or in part to its Affiliates (for the period while they so remain an Affiliate), SAVE THAT Licensee shall remain liable to Licensor for any breach of this Agreement by the Affiliates, and each Affiliate shall undertake to Licensor in writing to be bound by the terms herein. Licensor may at any time assign, transfer, charge, sub-contract or deal in any other manner with all or any of its rights or obligations under this Agreement or any other Agreement between the Parties SAVE THAT in respect of any assignment or sub-contracting of its obligations hereunder to a third party, Licensor shall remain liable to the Licensee for the performance of this Agreement.

(g) Notwithstanding the termination of this Agreement, the Parties shall continue to be bound by the provisions of this Agreement that reasonably require some action or forbearance after such termination, including without limitation, indemnification obligations and confidentiality obligations.

(h) If any court or competent authority finds that any provision of this Agreement (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision shall, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this agreement shall not be affected. If any invalid, unenforceable or illegal provision of this Agreement would be valid, enforceable and legal if some part of it were deleted, the provision shall apply with the minimum modification necessary to make it legal, valid and enforceable.

(i) This Agreement constitutes the entire agreement between the Parties with respect to the subject matter of this Agreement, and supersedes and replaces all prior or contemporaneous statements, understandings or agreements, written or oral, regarding such subject matter. The failure of either Party to demand performance of any provision of this Agreement is not a waiver of its right, at any later time, to enforce such provisions. Any waiver, amendment or other modification or supplementation of any provision of this Agreement will be effective only if in writing and signed by both Parties. All rights, remedies, and powers conferred upon the Parties under this

agreement shall be deemed cumulative and nonexclusive of all other rights, remedies or powers available at law or in equity. This Agreement may be executed in one or more counterparts and each such counterpart shall be deemed an original thereof.

[Signature Page to Follow]



LICENSE FEE(S), TERM LENGTH & INVOICING

Fees: \$XXX per year

The term length is for X years

Invoice Schedule:

XXX

IN WITNESS WHEREOF, the parties hereto, intending to be legally bound hereby, have executed this Agreement as of the date first written above.

LICENSOR:

ADVENT, LLC,
a Tennessee limited liability company

LICENSEE:

By: _____

Name: _____

Title: _____

By: _____

Name: _____

Title: _____



SCHEDULE 1

ADVENT INTERACTIVE SYSTEM AND MODULAR COMPONENTS

1. Story Room Screen (under stairs)
2. Football screen (under stairs)
3. Student Athlete Voices
4. Scholar Athlete Voices
5. Main Ticker LED board
6. Lobby Welcome events screen
7. Kinetic Numerology LED screen
8. Underlying Advent XMS Experience Management System instance connected to the above end point applications.