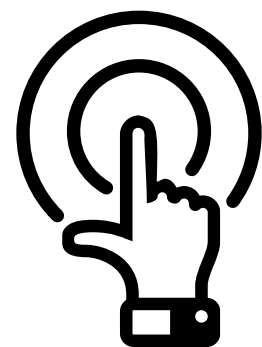




OUR GOAL:

THIS PROJECT SEEKS TO IMPROVE USGA US OPEN WEB PRESENCE WITH AN UPDATED, COMPELLING VISUAL DESIGN AND INTUITIVE USER EXPERIENCE.



OUR VISION IS A UNIFIED, EFFECTIVE WEB PRESENCE, WITH MODERN VISUAL DESIGNS THAT ENCOURAGE POSITIVE AND REWARDING INTERACTIONS.



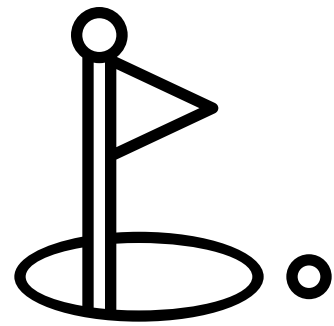
HERE ARE OUR HIGH-LEVEL OBJECTIVES.



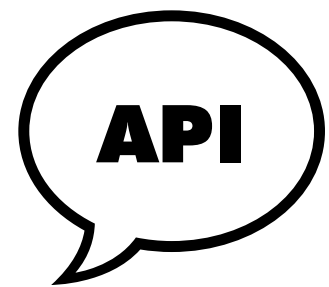


IMPLEMENT A DIGITAL STRATEGY THAT CATERS TO BOTH MOBILE FIRST AND DESKTOP, TAKING ADVANTAGE OF THE USAGE TRENDS FOUND IN THE HIGHLY AFFLUENT TARGET USER BASE



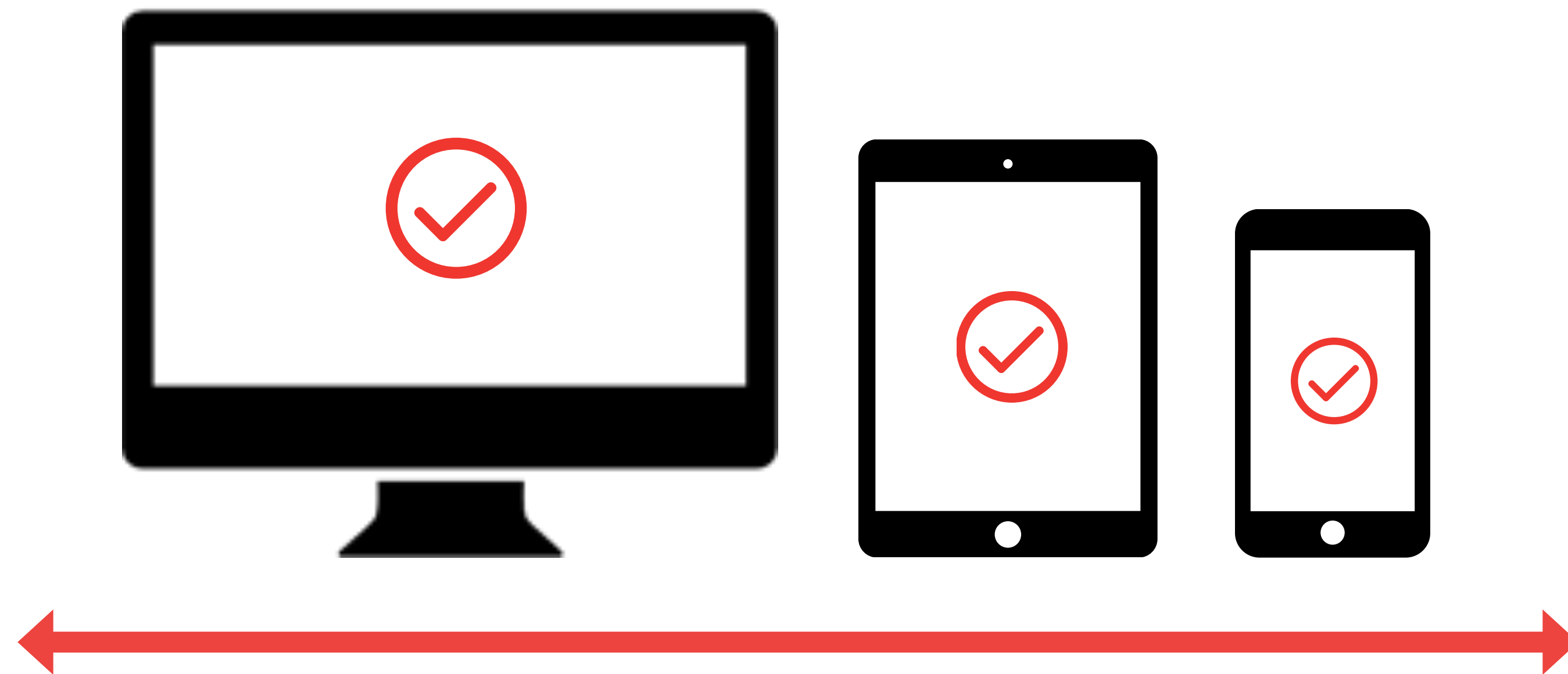


HIGHLIGHT THE GOLF COURSE (VIRTUAL COURSE TOUR VIA DRONE, GPS LOCATION BASED INTERACTION), LEADERBOARD, SHOP, NEWS, AND STATISTICS.



UPDATE TO A MODERN DESIGN, TYING INTO SOCIAL FEEDS AND API'S FROM OTHER SYSTEMS





LOGICALLY ORGANIZE STRATEGY ACROSS DEVICE TYPES AND USAGE SCENARIOS, PROVIDING MAXIMUM VALUE TO ALL USERS AND HELPING USGA HARNESS GOLFERS' INFORMATION AND DATA





**RESULTING INFORMATION AND DATA CAN ASSIST USGA IN
CREATING **MORE MEANINGFUL INTERACTIONS****





LET'S TALK ABOUT VIRTUAL REALITY.





NOW USGA US OPEN FANS CAN BE ON THE FAIRWAYS AND THE GREENS DURING THE US OPEN, USING A 360-DEGREE VR VIDEO, ABLE TO WATCH FROM ANY PLAYER'S VANTAGE POINT.



THEY CAN ALSO WATCH ON ANY ANDROID OR IOS VR-ENABLED DEVICE, AS WELL AS ON **YOUTUBE 360** AND ON **THEOPEN.COM**, VIRTUAL OPEN PAGE.

VR GIVES GOLF FANS A LOOK INTO GOLF IN WAYS THEY'VE NEVER SEEN BEFORE THAT STRETCH BEYOND TELEVISION, ALLOWING THEM TO STAND IN THE PRESENCE OF PROFESSIONAL GOLFER.





USING A COMBINATION OF AVAILABLE GPS DATA AND BLANKETED HIGH-RESOLUTION CAMERA COVERAGE, FANS CAN JOIN GOLFERS IN THE FAIRWAY AS THEY ASSESS THEIR NEXT SWINGS, SEEING ALL THE ANGLES, AND SEE THE UNDULATIONS OF THE GREENS AS PUTTS FIND THEIR WAY INTO THE HOLE.

WHETHER IN-PERSON AT AN EVENT, OR AT HOME AS A SECOND-SCREEN EXPERIENCE, US OPEN VR PROVIDES A LEVEL OF IMMERSION INTO THE SPORT THAT WILL DELIGHT ANY GOLF FAN.

