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## Jazz makes Acuity wireless partner

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**Editor's note:** This story has been revised from the print edition.

The Utah Jazz has struck a multiyear deal with Maryland-based Acuity Mobile to develop wireless content and marketing ventures, including news alerts, live scoring, a mobile Web site, fan polling, merchandise sales and text-to-screen functions at EnergySolutions Arena.

The core of the deal will involve geo-targeted marketing in which the club will be able to send late-afternoon text-message blasts with ticket offers to fans within a certain radius of the arena that have opted into the Jazz's database.

"That detailed targeting was really the key to this deal to me," said Eric Schulz, Jazz vice president for marketing. "If it's 5 o'clock, and I've got 500 tickets left for a 7 o'clock game, I'll now be able to send a blast out to those people nearest the arena and give them an offer that ideally will entice them to come to the game. But beyond that, it's going to be a full complement of content and applications."

In the NBA, mobile rights lie primarily at the club level, and as a result, the 30 teams are in vastly different states of advancement with regard to leveraging those wireless capabilities. In Utah's case, the Acuity-powered content will not be carrier specific, and the company will also support Jazz in-arena mobile promotions sponsored by AT&T.

This is the first major deal in sports for the privately held Acuity, whose operational focus has centered on clients in retail, travel and gaming. The pact is structured as a vendor relationship.