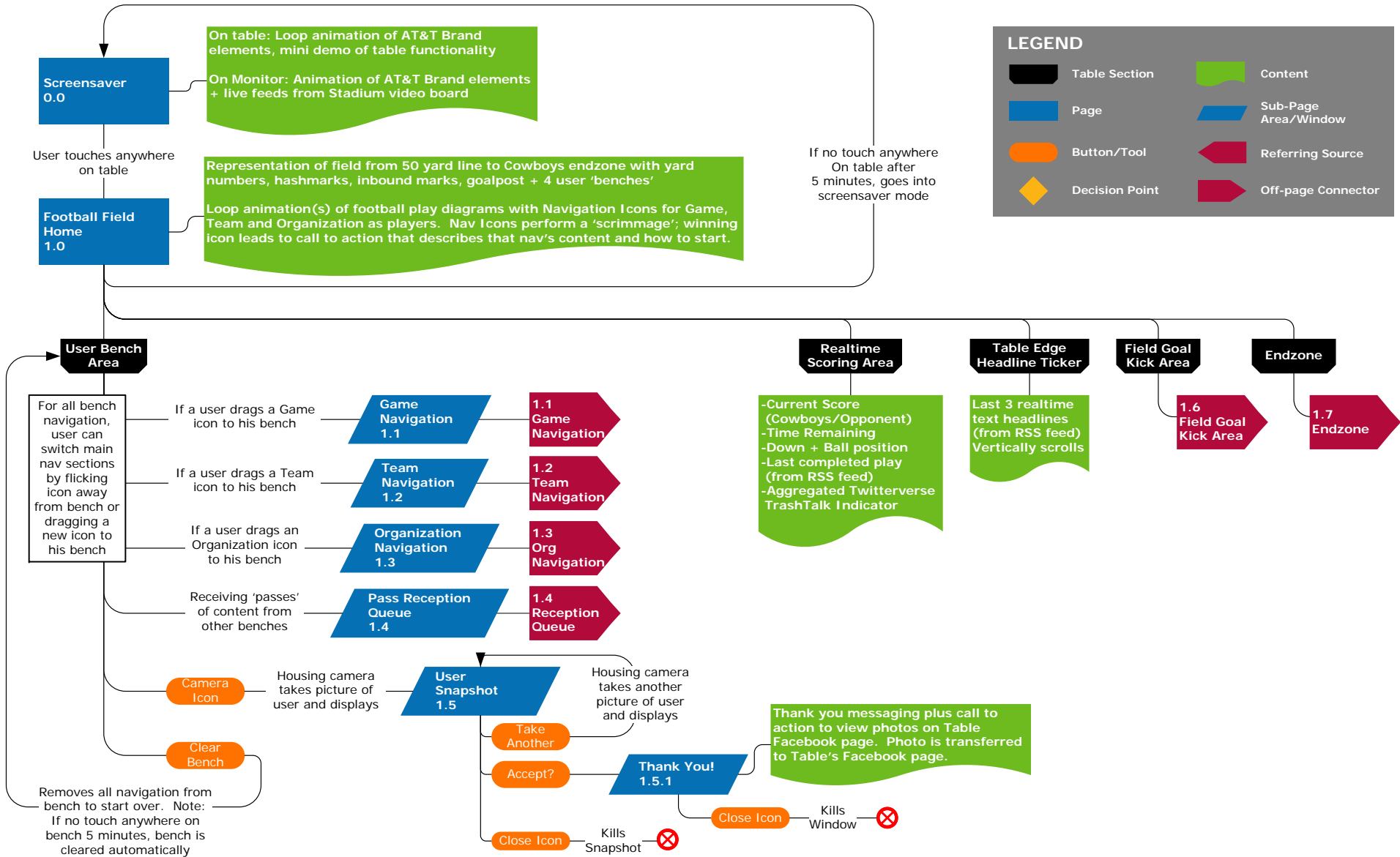


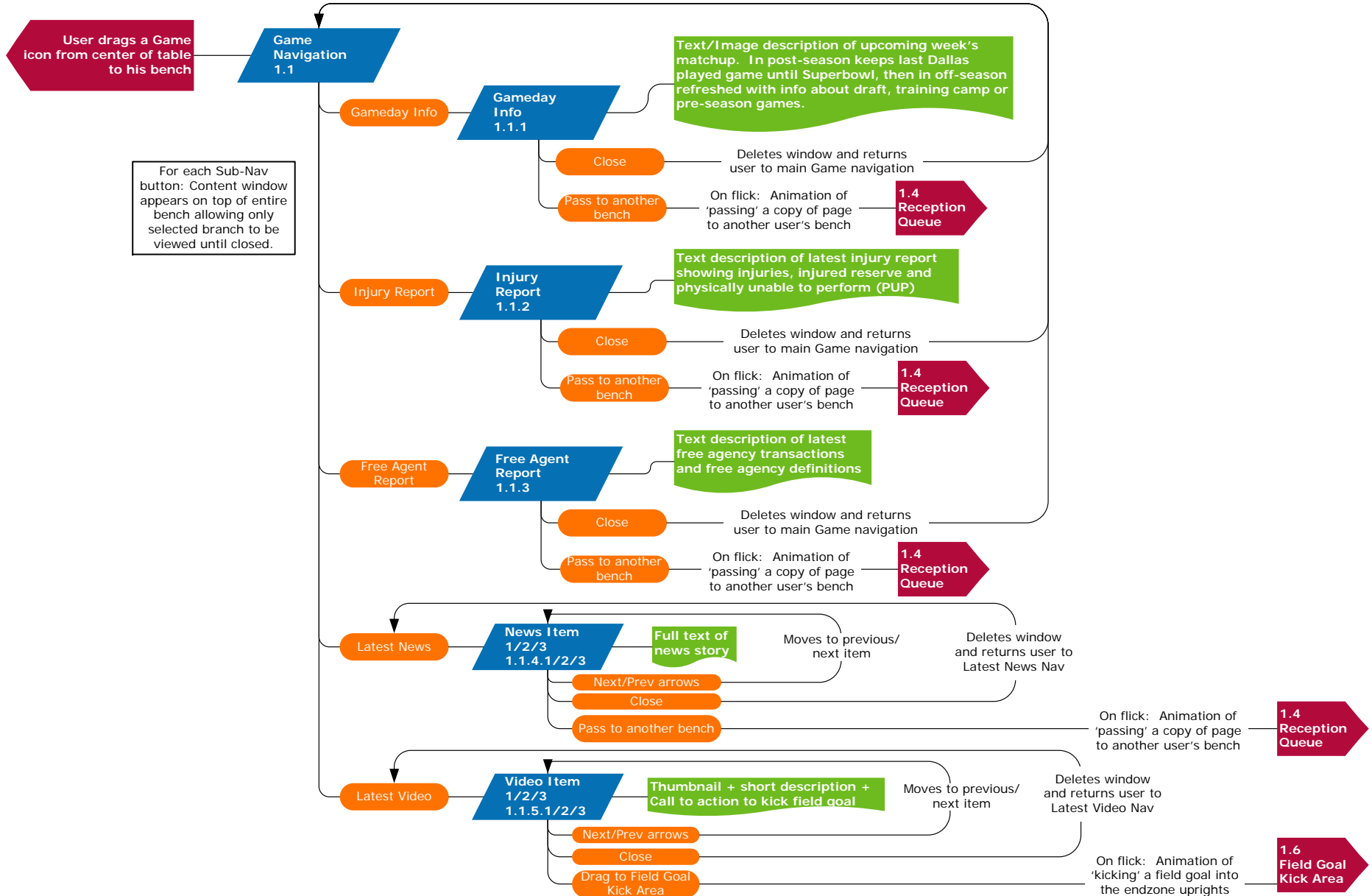
# AT&T STAR CLUB

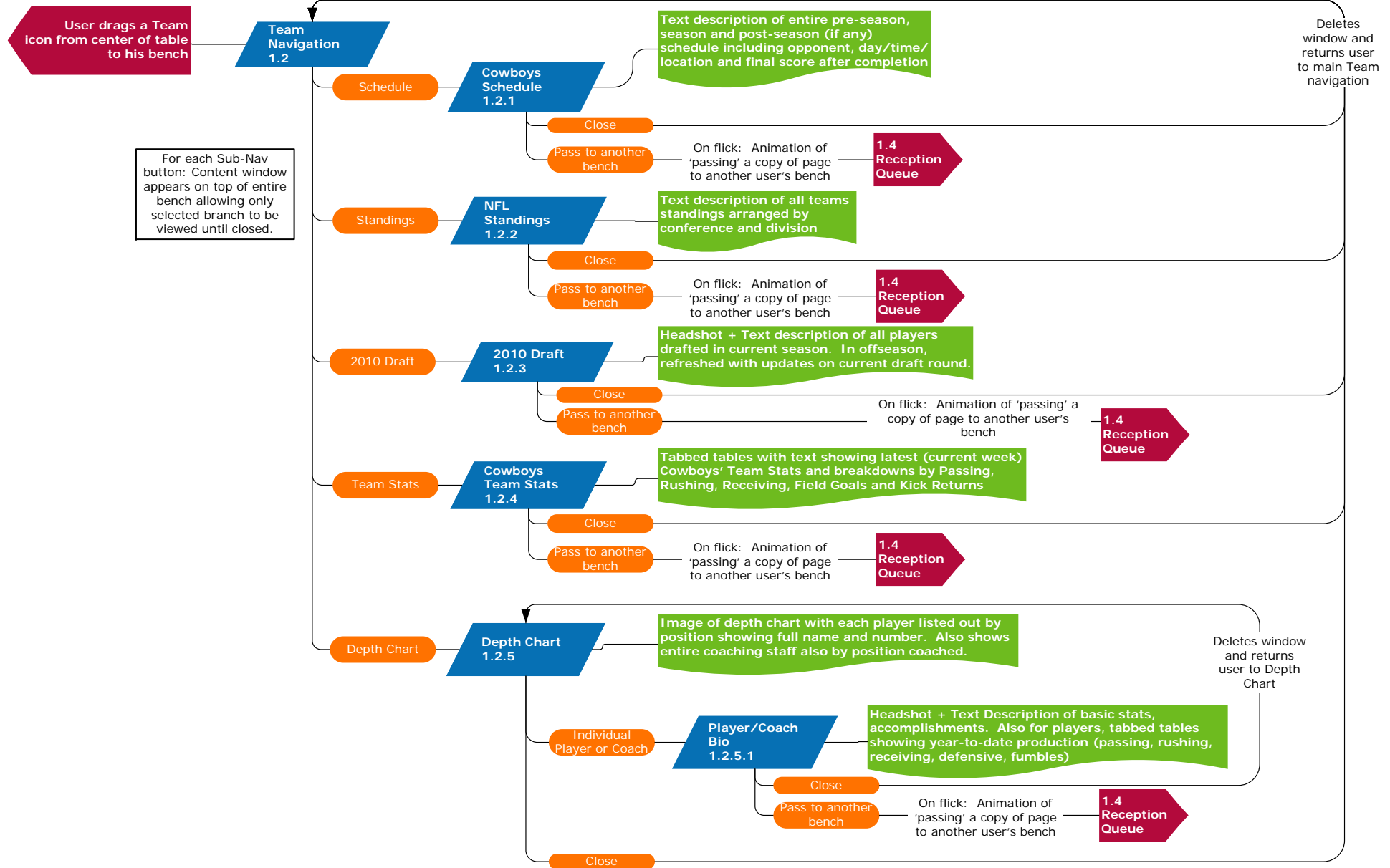
## Interactive Table Flows & Wireframes

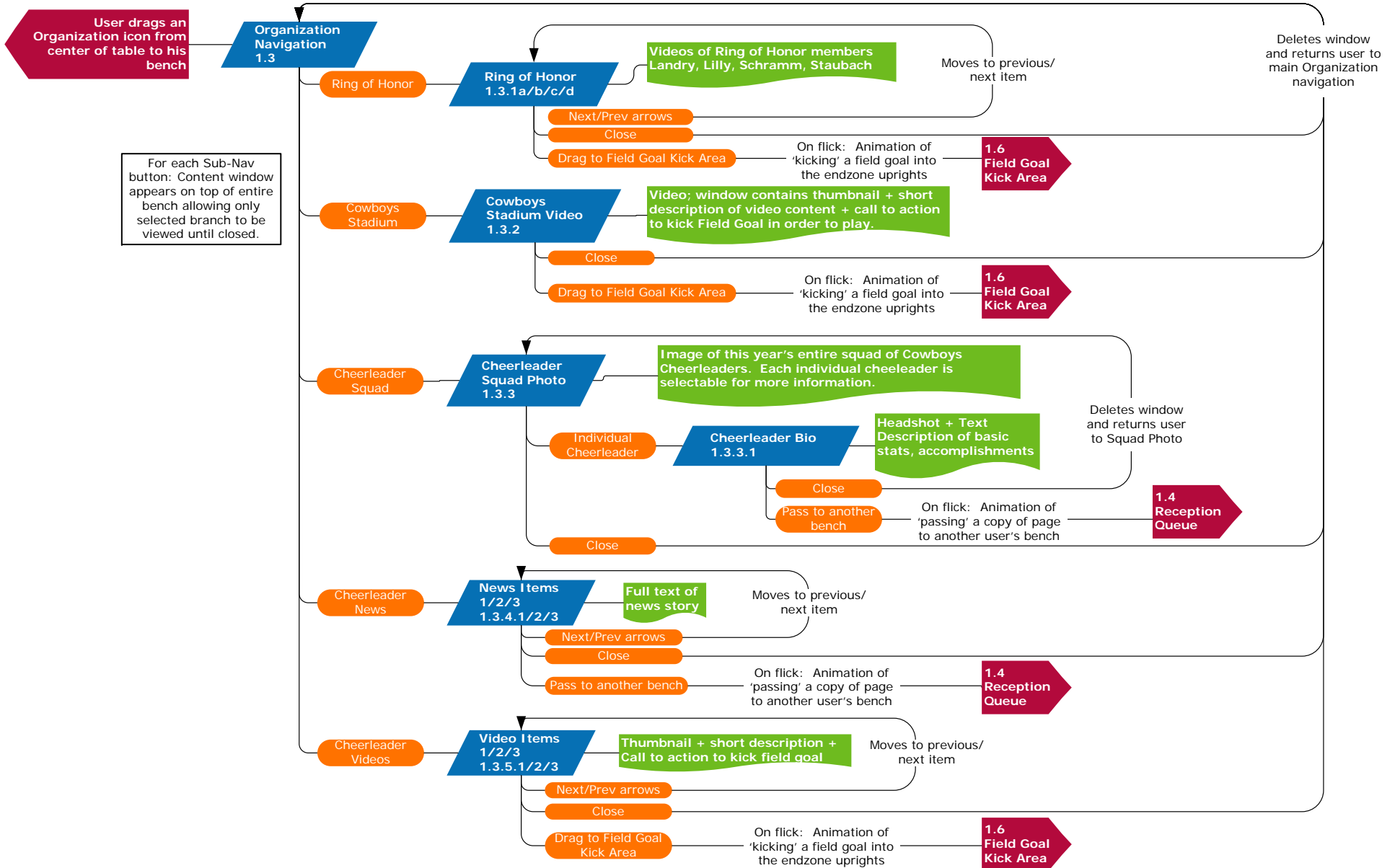
Draft December 3, 2010

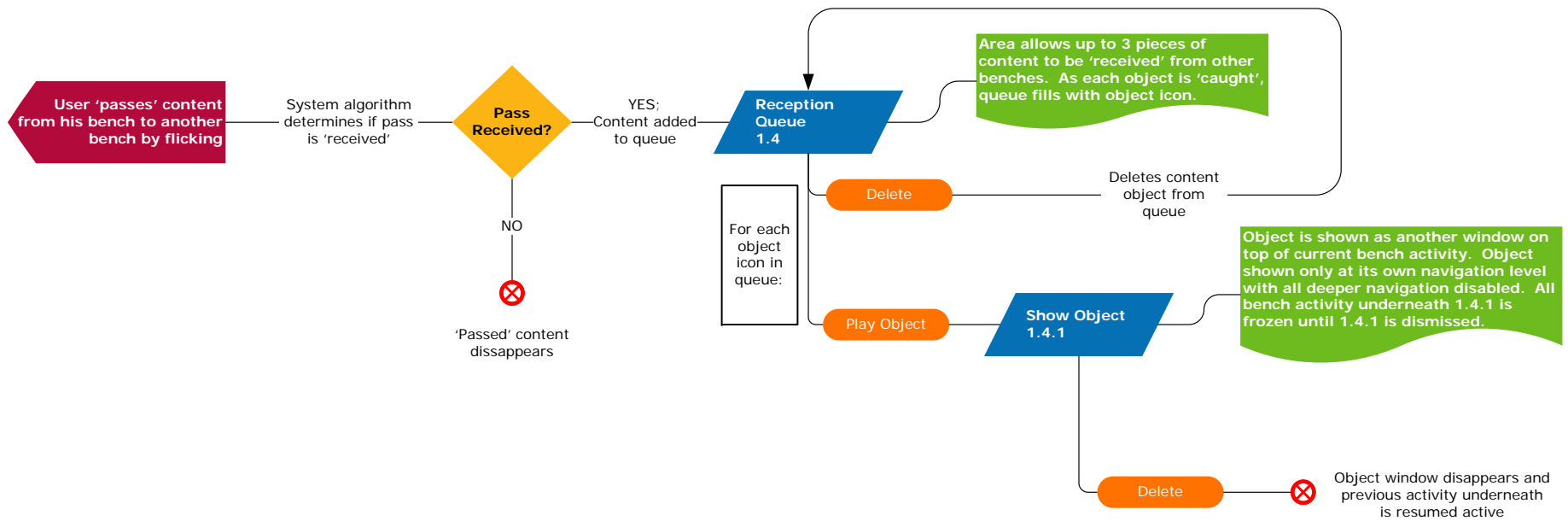


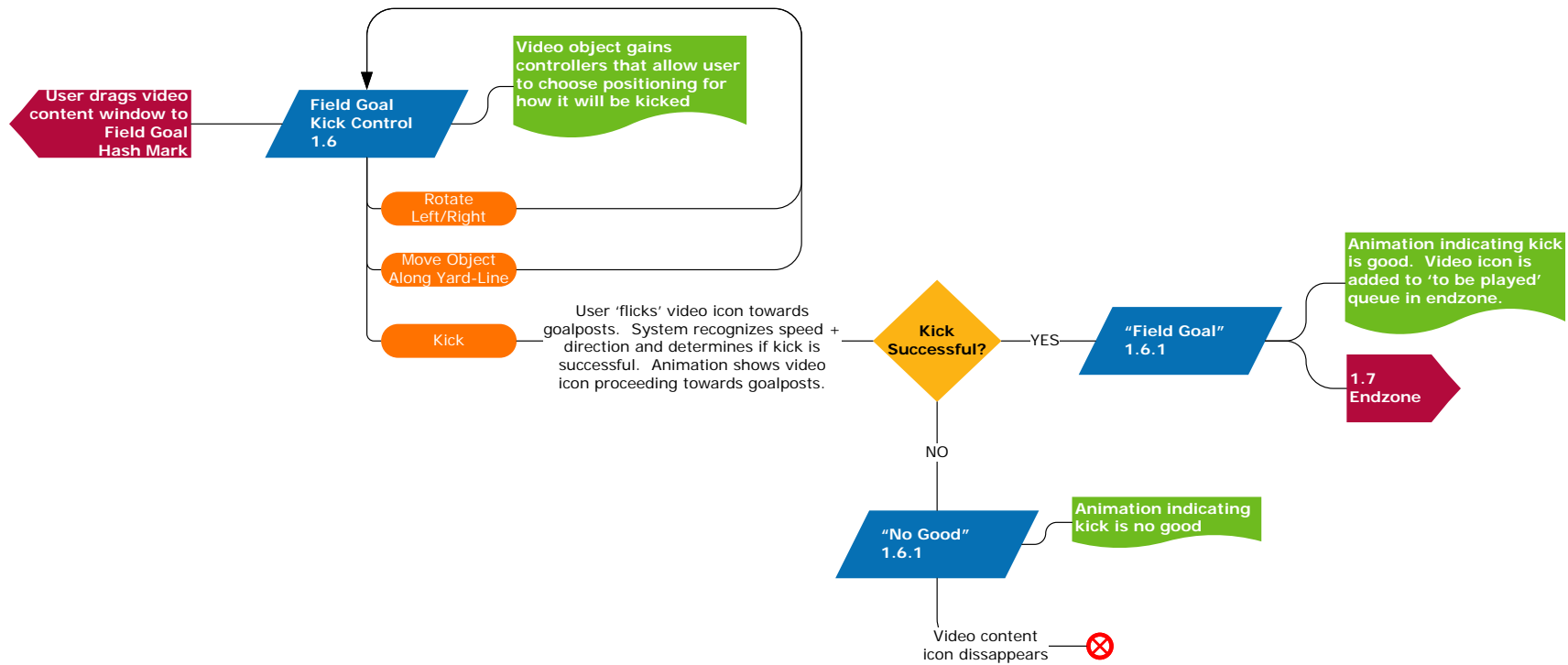


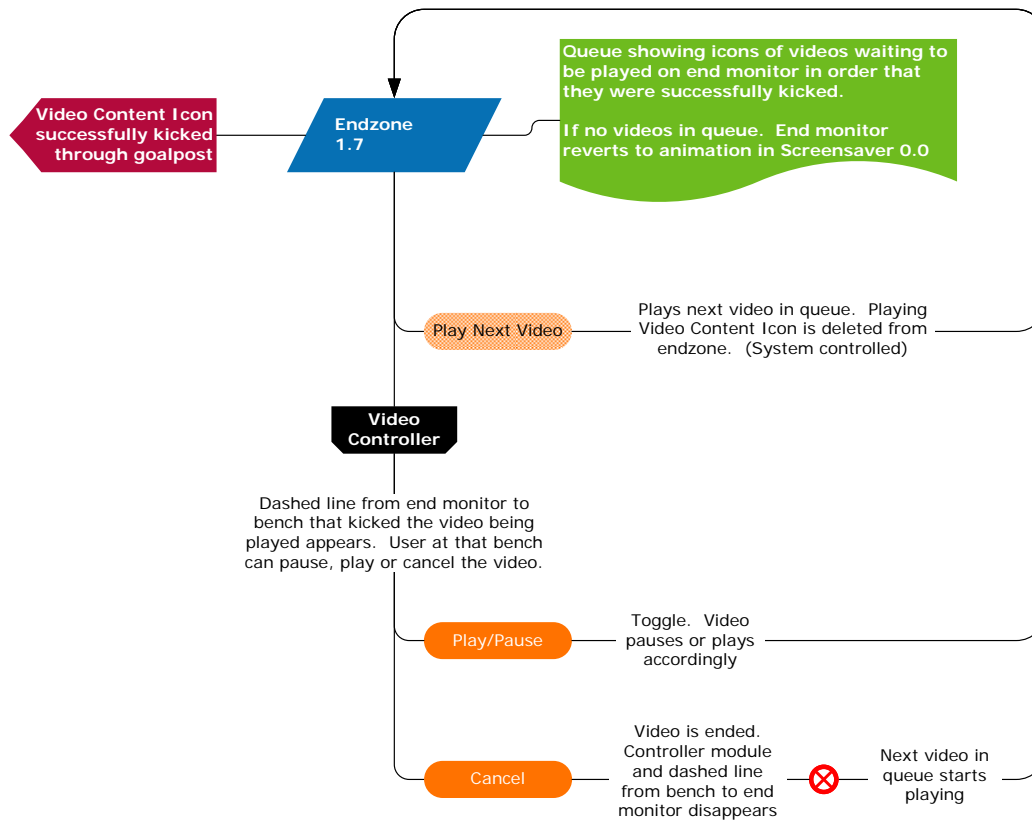














**How to get here:**

User touches anywhere on touch surface when table has been in screensaver mode

**Concept/Purpose/Objective:**

Provides entry into all table interactions. Contains looping scrimmage animation that provides call to action to begin exploring navigation (see note 2)

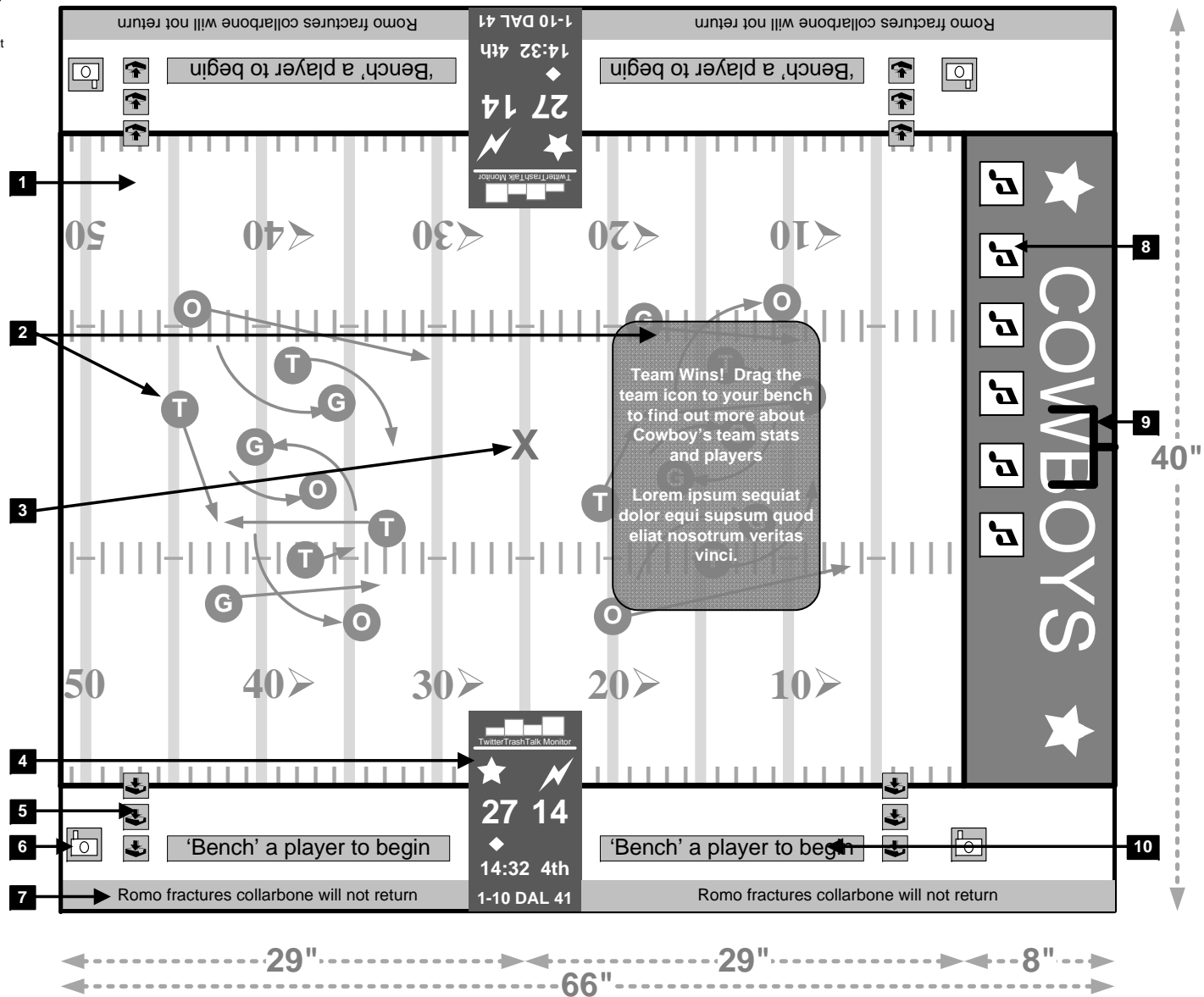
**Technical Specifications:**

ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTES**

- 1** Table represents one-half of an entire football field, including endzone, yard labels, hash marks, field goal mark, uprights and sidelines. Each sideline contains benches (total 4) for 4 users to explore navigation and content. Should leverage actual photographic look and feel as well as be Cowboys specific when possible.
- 2** Loop animation of two scrimmages, each on either side of the Field Goal kick marker (note 4). Scrimmage animation must occur between 25 and 45 yard lines. Players in scrimmage are icons representing navigational elements for the Game (G), the Cowboys Team (T) and the Cowboys Organization (O).  
  
As each scrimmage completes, a navigation 'player' is declared the winner and a call to action appears previewing navigational content and saying to drag that element to the bench to begin exploring. At any point in scrimmage, user can touch a player, whereby a draggable copy of that player is created, which can then be dragged to a bench. If user stops touch of player before it reaches a bench, then the copy disappears.  
  
For object: Navigation Scrimmage Icon  
Action Behavior  
On Touch Draggable Copy of Icon created; glows with color as does any open bench indicating it can be placed there  
On Drag Icon moves with touch; if touch ends before icon reaches a bench, icon disappears  
On Release Icon copy disappears  
On Reach Bench Icon disappears and corresponding navigation for that icon appears on bench
- 3** Marker to indicate where Field Goals need to be kicked from. When video content is dragged to this location, see 1.6 for behavior
- 4** Realtime scoring module. Functions active during game time: Cowboys score, opponent icon + score, possession indicator, time remaining, current quarter indicator, ball location indicator. After game, shows final score until next week's game. Active at all times: twitter trash talk monitor: graphical representation of amount of 'trash talk' going on in aggregated twitter feeds from cowboys website (algorithm TBD)
- 5** Queue showing thumbnails of 'received' content from other benches. Max 3 items. See 1.4 for behavior.
- 6** Button providing call to action for user to have his picture taken at table by built-in housing camera. See 1.5 for behavior.
- 7** Realtime news ticker. Text only headlines grabbed from RSS feed TBD. Max 3 different headlines. Same headlines shown to all benches at all times. Headlines vertically scroll in, then pause for 10 seconds, then vertically scroll to next headline.
- 8** Queue showing thumbnails of successful kicked field goals of video content to be played on end monitor. See 1.7 for behavior.
- 9** Representation of uprights through which video content must be kicked/flicked.
- 10** Representation of user 'bench' where navigation and content can be explored. See 1.1-1.3 for behavior.

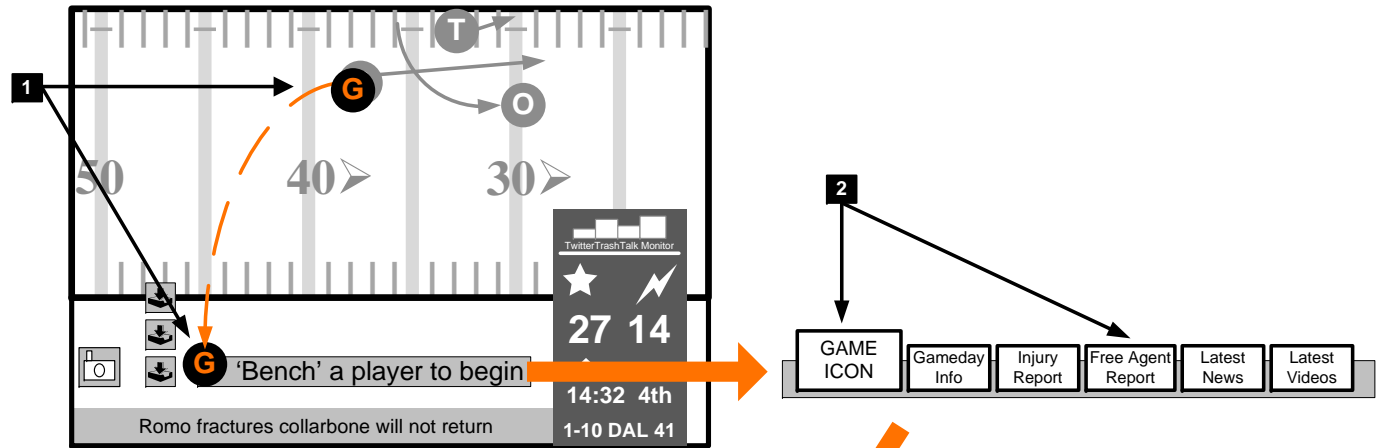


**How to get here:**  
User touches a Game Navigation Icon from the scrimmage and drags it to his bench

**Concept/Purpose/Objective:**  
Provides entry into navigation and content about the current/upcoming football game.

**Technical Specifications:**  
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.



**NOTES**

**1** When user touches a Game Icon, a copy is created and user can then drag the icon to his bench.

**2** When Game icon reaches bench, it 'snaps' into place. Sub-navigation buttons are then revealed. User can 'flick' away the Game Icon which would make the Game sub-navigation vanish or continue the interaction with the sub-navigation.

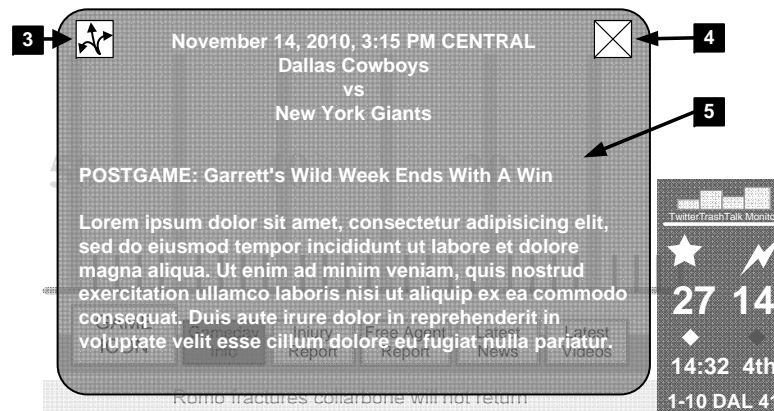
Sub-navigation elements behave as buttons with 'depressed' and 'non-depressed' states upon touch. Sub-navigation buttons lead directly to content screens. Touching the button causes the content screen to appear as an overlay.

**3** All content screens have a handle which allows users to 'pass' a copy of the content screen by flicking to another user's bench. This copy of the screen then may or may not be received into that user's reception cue (see 1.4)

**4** All content screens have a 'close' icon that dismisses this screen and returns users to the navigation underneath.

**5** Content screen appears as an overlay across entire bench. User must dismiss content screen before he can return to interact with navigation. Overlay is semi-opaque to indicate that prior-state's navigation still exists below.

**For All 2<sup>nd</sup> Level Navigation:**



**How to get here:**

User touches Game Day info button from Game Navigation at his bench

**Concept/Purpose/Objective:**

Provides content about the upcoming Cowboys game to be played that week.

**Technical Specifications:**

ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTE:** This content must be refreshed on a weekly basis, probably on Tuesdays.

**NOTES**


**1** Icon/handle representing ability for this content screen to be 'passed' to another player's bench.

**2** Game Day info content. Page is displayed as overlay on top of bench Game Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.

Content ripped from [www.dallascowboys.com/gameday/gameday.cfm?wk=XXX](http://www.dallascowboys.com/gameday/gameday.cfm?wk=XXX) where XXX is the NFL week number. Contains Game date and time, opponent, and 'The Big Picture' section of this webpage (Images of Cowboys and Opposing Team, text description of each teams strenghts/weaknesses). As Cowboys games could be played anywhere from a Thursday to a Monday night, this page needs to be updated on a Tuesday or Wednesday in order to be current for the upcoming week's game.

**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.


**3** Close icon. Touching this button closes this screen and returns user to Game Navigation buttons on his bench.



**1**


## November 25, 2010, 3:15 PM CENTRAL New Orleans Saints vs. Dallas Cowboys

The Big Picture



**3**

SAINTS




The reigning Super Bowl Champions are coming off a relatively easy victory over the Seattle Seahawks Sunday. The final score (34-19) was almost identical to the Cowboys-Lions final (35-19). That is where the similarities end for the Saints and Cowboys. At 7-3, New Orleans trails the Atlanta Falcons (8-4) by a game for the lead in the NFC South. They will look to add a win against the 3-7 Cowboys, but must do it on a quick turnaround - something most of the players are unaccustomed to.

It has not always been smooth sailing for the Saints this season due to injuries - mainly in the backfield. Running backs Pierre Thomas, Ladell Betts, Chris Ivory and Reggie Bush have all been sidelined this season. However, Ivory and Bush have recently been reinserted in the rotation along with former Cowboys running back Julius Jones. Also returning to action for the Saints are starting cornerbacks Jabari Greer and Tracy Porter - who had missed a combined six games.

The Saints will be making their Thanksgiving Day debut on Thursday. The Saints, along with the Cincinnati Bengals will play on Thanksgiving Day for the first time in each of their respective franchises' history. The only NFL teams remaining to never appear in a Thanksgiving Day game are the Baltimore Ravens, Carolina Panthers, Houston Texans and the Jacksonville Jaguars.


COWBOYS



Perhaps the Cowboys have the perfect man coaching this year's team for this year's annual Thanksgiving Day game. Interim head coach Jason Garrett said he has a world of experience from being around and playing in Thanksgiving Day games. He is used to the accelerated week of preparation and told his team to get ready. "It's quick, I told them the World Champions are going to be here at 3:15 on Thursday, it's going to happen quickly," Garrett said.

Garrett will forever be remembered in Cowboys lore for his Thanksgiving Day comeback game against the Green Bay Packers in 1994. Down 17-6 at halftime, Garrett rallied the Cowboys over Brett Favre and the Packers scoring 36 points in the second half for an improbable 42-31 victory. That win, and the man who orchestrated it, may be a source of inspiration for the year's underachieving team to go forward and lay it all on the line much like Garrett did on Thanksgiving Day, 1994.

The Cowboys are 27-14-1 all-time on Thanksgiving Day, including winners of four straight and hold a 15-8 all-time advantage over the New Orleans Saints. At 3-7, the Cowboys role for the remainder of the season could be that of the spoiler. Regardless, Garrett has this team believing in each other, playing for one another and preparing to win games. He will look to improve to 3-0 as a head coach while quarterback Jon Kitna tries to move to 3-2 as the starter.



**2**

**How to get here:**

User touches Injury Report button from Game Navigation at his bench

**Concept/Purpose/Objective:**

Provides content about the current injured players for the current upcoming game.

**Technical Specifications:**

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**NOTE:** This content must be refreshed on a weekly basis, probably on Tuesdays.

**NOTES**


**1** Icon/handle representing ability for this content screen to be 'passed' to another player's bench.

**2** Injury Report content. Page is displayed as overlay on top of bench Game Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.

Content ripped from [www.dallascowboys.com/team/team\\_injuries.cfm](http://www.dallascowboys.com/team/team_injuries.cfm). Contains Title, including updated date indicator, as well as all injury listings in text form.

**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.


**3** Close icon. Touching this button closes this screen and returns user to Game Navigation buttons on his bench.



**1**

## Injury Report

### Updated November 19, 2010



**3**

**2**

- \* **DT Jay Ratliff (knee) - Limited Participation** - The Pro Bowler was held out of Wednesday's practice, causing coach Jason Garrett to admit a level of concern over his availability for Sunday's game with the Lions, but he was suited out and went through drills in a limited capacity on Thursday and full participation Friday. More importantly, Ratliff says he will play against Detroit. Ratliff injured his knee in the second half against the Giants, but battled through on a limited basis. The only other nose tackle on the roster is rookie Josh Brent.
- \* **CB Mike Jenkins (neck) -Full Participation** - The starting cornerback practiced with full participation for the third straight day on Friday after missing more than two quarters last week with a neck strain. Jenkins left the game in the second quarter when he was caught under a pile-up of players. As long as Jenkins continues to practice, it appears he would return to his starting right cornerback post this weekend against the Lions.
- \* **DE Jason Hatcher (groin) - Full Participation** - After practicing lightly Wednesday for the first time since the Oct. 25 groin injury, Hatcher has had two days of full participation in practice, but wasn't sure if he would start. Coach Jason Garrett said the team would make that decision later in the week but is likely happy to have some veteran help at defensive end, where the team had to sign Jeremy Clark and Jimmy Saddler-McQueen to play last week.
- \* **CB Terence Newman (rib/ankle) - Limited Participation** - The veteran cornerback did some light work Friday after completely missing practice Wednesday and Thursday after suffering an ankle injury on the second play of the game last week against New York. Newman has been slowed by a rib injury for the last three weeks as well. He's missed practices but not games, though he has had to sit out a few series along the way.
- \* **LB Bradie James (knee) - Full Participation** - Sticking to what has been routine here in the last month, James did not practice on Wednesday, but returned on Thursday and Friday. The veteran linebacker has been bothered by a sprained knee for a few weeks but hasn't missed any time in games, including the win over the Giants.
- \* **QB Tony Romo (collarbone) - The starting quarterback** is out at least another 2-4 weeks with a fractured left clavicle. The best rehab process is simply to let the fracture heal and that will likely take close to two months. With the Cowboys near the bottom of the standings, it's possible the team holds Romo out even if he's healthy for the final couple of games.

**How to get here:**

User touches Free Agency button from Game Navigation at his bench

**Concept/Purpose/Objective:**

Provides content about the latest free agency transactions for the Cowboys

**Technical Specifications:**

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**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTE:** This content must be refreshed on a weekly basis, probably on Tuesdays.

NOTES

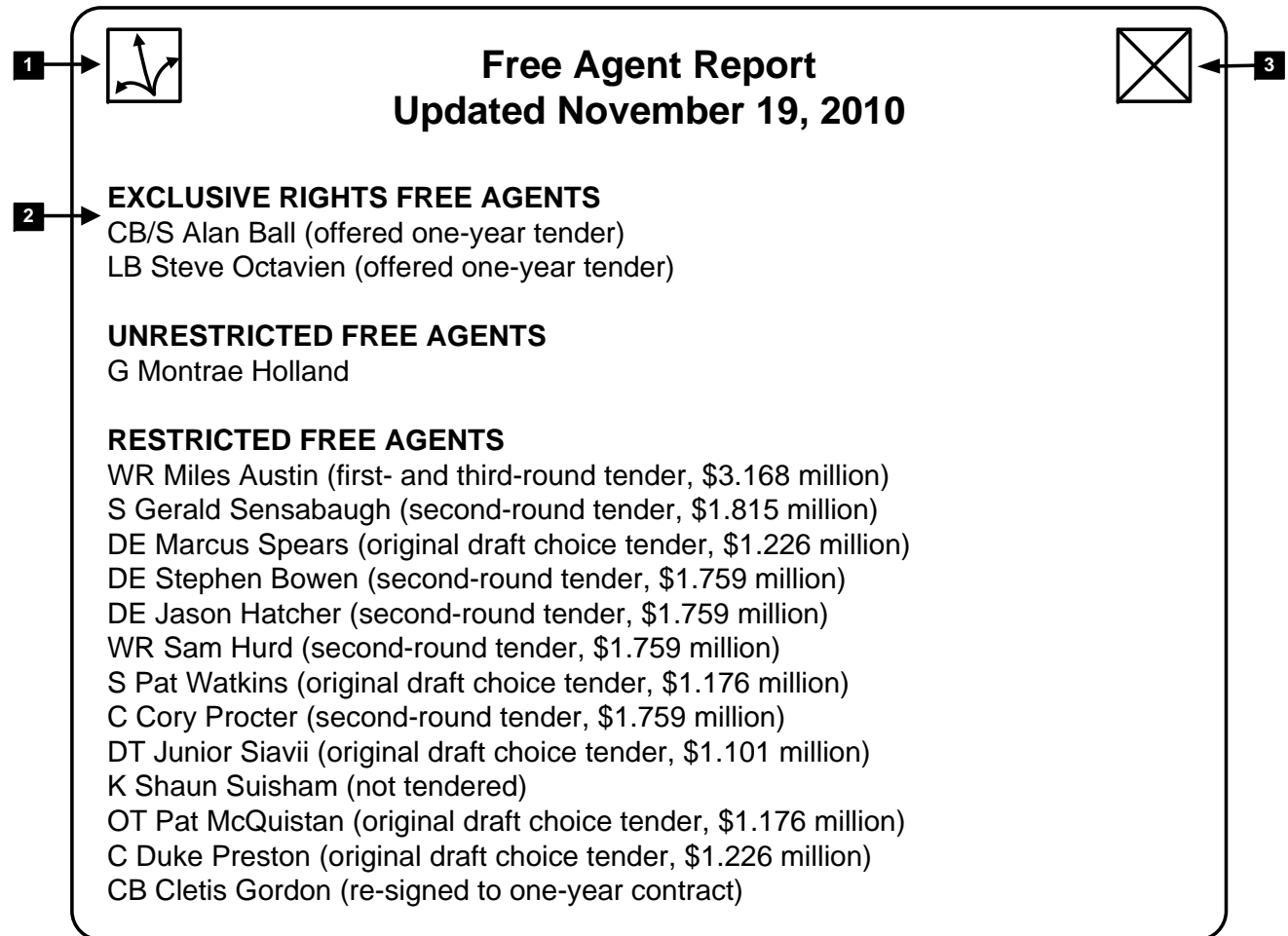
**1** Icon/handle representing ability for this content screen to be 'passed' to another player's bench.

**2** Free Agency content. Page is displayed as overlay on top of bench Game Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.

Content ripped from [www.dallascowboys.com/team/team\\_freeagency.cfm](http://www.dallascowboys.com/team/team_freeagency.cfm). Contains Title, including updated date indicator, as well as all transactions in text form.

**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.

**3** Close icon. Touching this button closes this screen and returns user to Game Navigation buttons on his bench.



**Free Agent Report**  
Updated November 19, 2010

**EXCLUSIVE RIGHTS FREE AGENTS**  
CB/S Alan Ball (offered one-year tender)  
LB Steve Octavien (offered one-year tender)

**UNRESTRICTED FREE AGENTS**  
G Montrae Holland

**RESTRICTED FREE AGENTS**  
WR Miles Austin (first- and third-round tender, \$3.168 million)  
S Gerald Sensabaugh (second-round tender, \$1.815 million)  
DE Marcus Spears (original draft choice tender, \$1.226 million)  
DE Stephen Bowen (second-round tender, \$1.759 million)  
DE Jason Hatcher (second-round tender, \$1.759 million)  
WR Sam Hurd (second-round tender, \$1.759 million)  
S Pat Watkins (original draft choice tender, \$1.176 million)  
C Cory Procter (second-round tender, \$1.759 million)  
DT Junior Siavii (original draft choice tender, \$1.101 million)  
K Shaun Suisham (not tendered)  
OT Pat McQuistan (original draft choice tender, \$1.176 million)  
C Duke Preston (original draft choice tender, \$1.226 million)  
CB Cletis Gordon (re-signed to one-year contract)

**How to get here:**

User touches Latest News button from Game Navigation at his bench

**Concept/Purpose/Objective:**

Provides 3 latest news content items about Cowboys team and games

**Technical Specifications:**

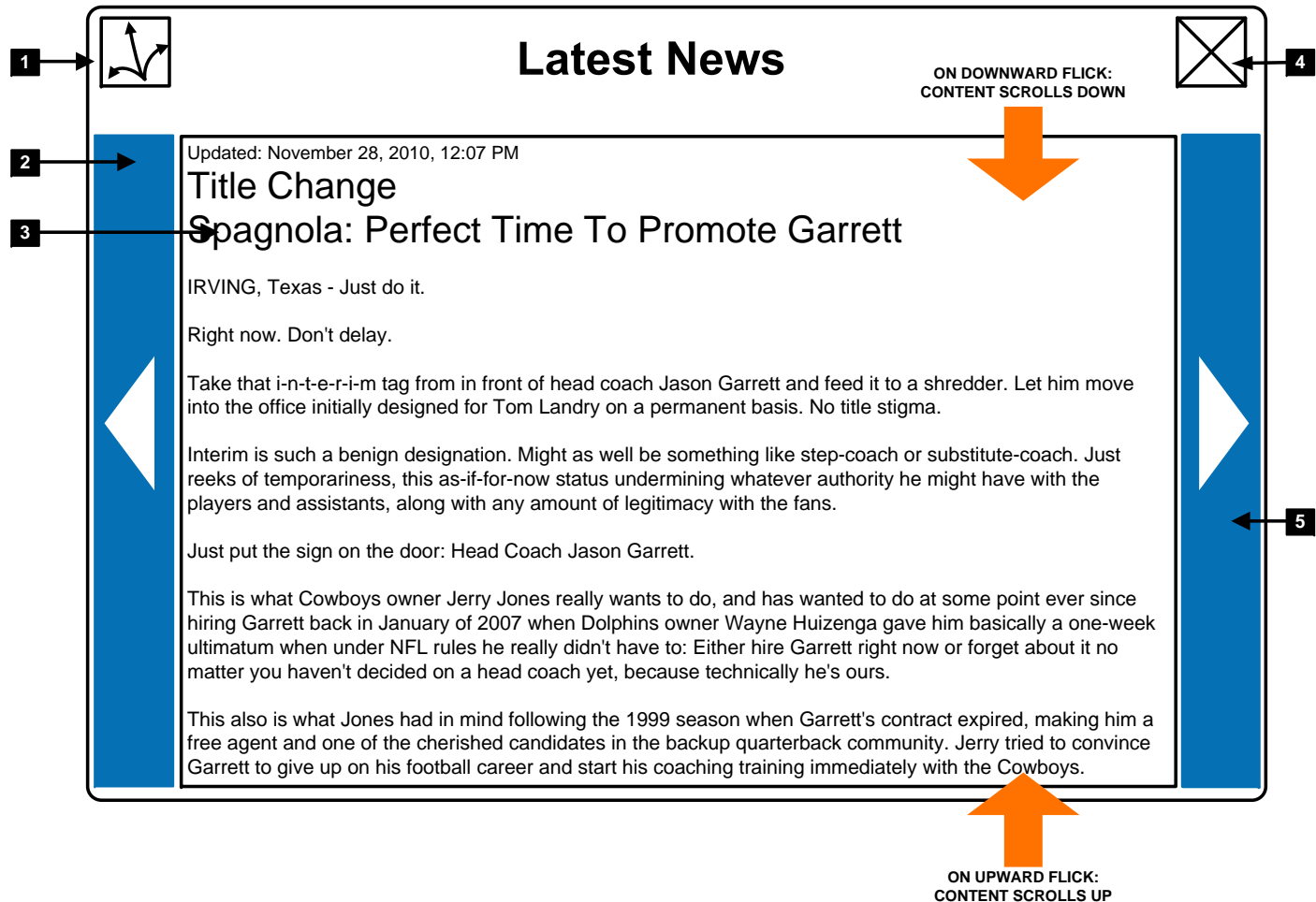
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTE:** This content must be refreshed very regularly, preferably every 12 hours.

**NOTES**

- 1** Icon/handle representing ability for this content screen to be 'passed' to another player's bench.
- 2** 'Previous' button. Persistent control. Touching this button horizontally scrolls news article to next article in list.
- 3** News content. Page is displayed as overlay on top of bench Game Navigation and is of fixed size. User must dismiss this screen by touching close icon before he can proceed with another navigation action.  
  
Page displays the 3 most recent news articles as pulled from www.dallascowboys.com/news/news\_archives.cfm. Page contains date of article, Main Title, Sub-title and news body text. As sometimes several articles are added each day, this function should refresh every 12 hours.  
  
If content is larger than window, system also recognizes upwards or downwards flick on news display area to scroll up/down, similar to iPhone.
- 4** Close icon. Touching this button closes this screen and returns user to Game Navigation buttons on his bench.
- 5** "Next" button. Persistent control. Touching this button horizontally scrolls news article to next article in list.



**How to get here:**

User touches Latest Videos button from Game Navigation at his bench

**Concept/Purpose/Objective:**

Provides 3 latest video content items about Cowboys players

**Technical Specifications:**

ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTE:** This content must be refreshed very regularly, preferably every 12 hours.

**NOTES**

- 1** Icon/handle representing ability for this content screen to be 'dragged' to center mark to be kicked for a field goal.
- 2** Persistent call to action. Instructs users how to play the video by dragging it onto the field and making a field goal. For description of kick process see 1.6.
- 3** 'Previous' button. Persistent control. Touching this button horizontally scrolls video thumbnail to previous video in list.
- 4** Video content. Page is displayed as overlay on top of bench Game Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.  
  
Page displays the 3 most recent videos as pulled from [www.dallascowboys.com/multimedia/multimedia\\_archives.cfm?cat=4](http://www.dallascowboys.com/multimedia/multimedia_archives.cfm?cat=4) (the multimedia archive for the players). Page contains large thumbnail image and Short Text Description. As sometimes several videos are added each day, this function should refresh every 12 hours.
- 5** Close icon. Touching this button closes this screen and returns user to Game Navigation buttons on his bench.
- 6** "Next" button. Persistent control. Touching this button horizontally scrolls video thumbnail to next video in list.

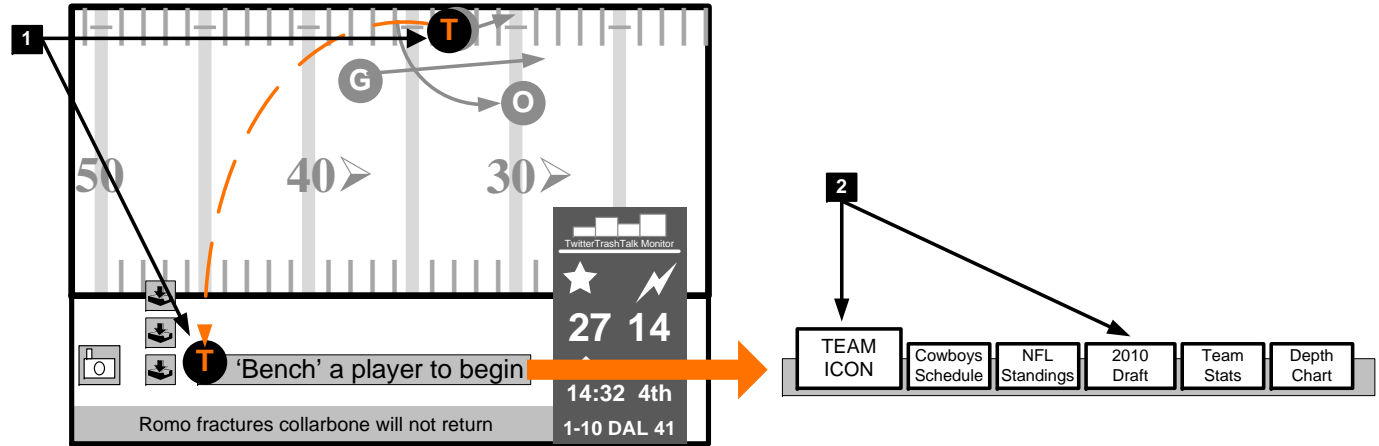


**How to get here:**  
User touches a Team Navigation Icon from the scrimmage and drags it to his bench

**Concept/Purpose/Objective:**  
Provides entry into navigation and content about the Cowboys team, including stats, player stats and bios.

**Technical Specifications:**  
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

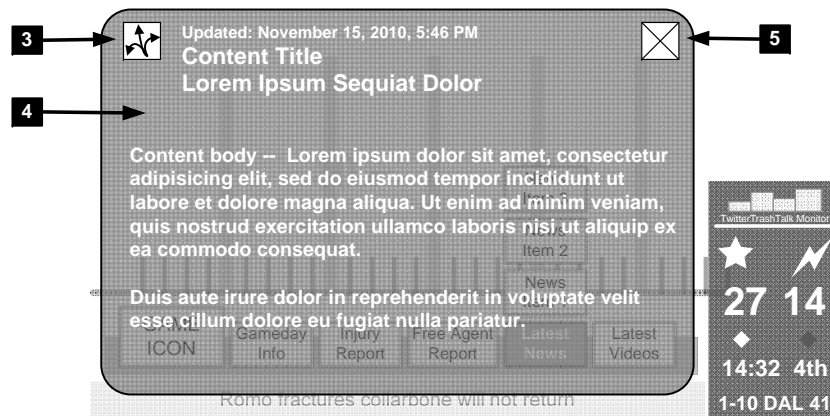
**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.



NOTES

- 1** When user touches a Team Icon, a copy is created and user can then drag the icon to his bench.
- 2** When Team icon reaches bench, it 'snaps' into place. Sub-navigation buttons are then revealed. User can 'flick' away the Team Icon which would make the Team sub-navigation vanish or continue the interaction with the sub-navigation.  
Sub-navigation elements behave as buttons with 'depressed' and 'non-depressed' states upon touch. Touching the button causes a content screen to appear as an overlay.
- 3** All content screens have a handle which allows users to 'pass' a copy of the content screen by flicking to another user's bench. This copy of the screen then may or may not be received into that user's reception cue (see 1.4)
- 4** Content screen appears as an overlay across entire bench. User must dismiss content screen before he can return to interact with navigation. Overlay is semi-opaque to indicate that prior-state's navigation still exists below.
- 5** All content screens have a 'close' icon that dismisses this screen and returns users to the navigation underneath.

For All 2<sup>nd</sup> Level Navigation:





**How to get here:**  
User touches Cowboys Schedule button from Team Navigation at his bench

**Concept/Purpose/Objective:**  
Shows all preseason and regular season game schedules for the Cowboys

**Technical Specifications:**  
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**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTE:** This content must be refreshed on a weekly basis, probably on Tuesdays.

**NOTES**

**1** Icon/handle representing ability for this content screen to be 'passed' to another player's bench.

**2** Schedule content. Page is displayed as overlay on top of bench Team Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.

Content ripped from [www.dallascowboys.com/team/schedule.cfm](http://www.dallascowboys.com/team/schedule.cfm). Contains Title, including updated date indicator, as well as game dates, opponent, game time (in local Dallas time) and score result. Page is updated weekly to provide latest final score information.

**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.

**3** Close icon. Touching this button closes this screen and returns user to Team Navigation buttons on his bench.



**1**

## Cowboys 2010 Game Schedule

### Updated November 23, 2010



**3**

| DATE                  | OPPONENT                | TIME (In Dallas) | SCORE   |
|-----------------------|-------------------------|------------------|---------|
| <b>Preseason</b>      |                         |                  |         |
| Sun, Aug 8            | vs. Cincinnati @ Canton | 7:00 PM          | W 16-7  |
| Thu, Aug 12           | OAKLAND                 | 8:00 PM          | L 17-9  |
| Sat, Aug 21           | @ San Diego             | 8:00 PM          | W 16-14 |
| Sat, Aug 28           | @ Houston               | 7:00 PM          | L 23-7  |
| Thu, Sep 2            | MIAMI                   | 7:00 PM          | W 27-25 |
| <b>Regular Season</b> |                         |                  |         |
| Sun, Sept. 12         | @ Washington            | 7:20 PM          | L 13-7  |
| Sun, Sept. 19         | CHICAGO                 | Noon             | L 27-20 |
| Sun, Sept. 26         | @ Houston               | Noon             | W 27-13 |
| Sun, Oct. 3           | BYE                     |                  |         |
| Sun, Oct. 10          | TENNESSEE               | 3:15 PM          | L 34-27 |
| Sun, Oct. 17          | @ Minnesota             | 3:15 PM          | L 24-21 |
| Mon, Oct. 25          | N.Y. GIANTS             | 7:30 PM          | L 41-35 |
| Sun, Oct. 31          | JACKSONVILLE            | Noon             | L 35-17 |
| Sun, Nov. 7           | @ Green Bay             | 7:20 PM          | L 45-7  |
| Sun, Nov. 14          | @ N.Y. Giants           | 3:15 PM          | W 33-20 |
| Sun, Nov. 21          | DETROIT                 | Noon             | W 35-19 |
| Thu., Nov. 25         | NEW ORLEANS             | 3:15 PM          |         |
| Sun, Dec. 5           | @ Indianapolis          | 3:15 PM          |         |
| Sun, Dec. 12          | PHILADELPHIA            | 7:20 PM          |         |
| Sun, Dec. 19          | WASHINGTON              | Noon             |         |
| Sat, Dec. 25          | @ Arizona               | 6:30 PM          |         |
| Sun, Jan. 2           | @ Philadelphia          | Noon             |         |

**How to get here:**  
User touches NFL Standings button from Team Navigation at his bench

**Concept/Purpose/Objective:**  
Shows current standing for all NFL teams arranged by Conference

**Technical Specifications:**  
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**NOTE:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTE:** This content must be refreshed on a weekly basis, probably on Tuesdays.

**NOTES**

**1** Icon/handle representing ability for this content screen to be 'passed' to another player's bench.

**2** Standings content. Page is displayed as overlay on top of bench Team Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.

Content ripped from www.dallascowboys.com/team/standings.cfm. Contains Title, including updated date indicator, and all NFL team standings with informational splits. As NFL games occur Thursday through Monday night, this page must be updated at the completion of each NFL week – either on a Tuesday or Wednesday – in order to be current for the upcoming week's game.

**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.

**3** Close icon. Touching this button closes this screen and returns user to Team Navigation buttons on his bench.



## NFL Standings by Conference

### Updated November 23, 2010



| NFC East            |   |   |   |      |     |     |         |    |      |      |     |      |          |          |        |        |
|---------------------|---|---|---|------|-----|-----|---------|----|------|------|-----|------|----------|----------|--------|--------|
| Team                | W | L | T | PCT  | PF  | PA  | Net Pts | TD | Home | Road | Div | Pct  | Conf Pct | Non-Conf | Streak | Last 5 |
| Philadelphia Eagles | 7 | 3 | 0 | .700 | 284 | 226 | 58      | 32 | 3-2  | 4-1  | 2-1 | .667 | 5-2      | .714     | 2-1    | 3W 4-1 |
| New York Giants     | 6 | 4 | 0 | .600 | 253 | 220 | 33      | 31 | 3-2  | 3-2  | 1-2 | .333 | 5-2      | .714     | 1-2    | 2L 3-2 |
| Washington Redskins | 5 | 5 | 0 | .500 | 202 | 245 | -43     | 21 | 2-3  | 3-2  | 2-1 | .667 | 4-3      | .571     | 1-2    | 1W 2-3 |
| Dallas Cowboys      | 3 | 7 | 0 | .300 | 229 | 271 | -42     | 28 | 1-4  | 2-3  | 1-2 | .333 | 2-5      | .286     | 1-2    | 2W 2-3 |

| NFC North         |   |   |   |      |     |     |         |    |      |      |     |       |          |          |        |        |
|-------------------|---|---|---|------|-----|-----|---------|----|------|------|-----|-------|----------|----------|--------|--------|
| Team              | W | L | T | PCT  | PF  | PA  | Net Pts | TD | Home | Road | Div | Pct   | Conf Pct | Non-Conf | Streak | Last 5 |
| Chicago Bears     | 7 | 3 | 0 | .700 | 191 | 146 | 45      | 20 | 3-2  | 4-1  | 3-0 | 1.000 | 5-3      | .625     | 2-0    | 3W 3-2 |
| Green Bay Packers | 7 | 3 | 0 | .700 | 252 | 146 | 106     | 26 | 4-1  | 3-2  | 3-1 | .750  | 5-2      | .714     | 2-1    | 4W 4-1 |
| Minnesota Vikings | 3 | 7 | 0 | .300 | 172 | 226 | -54     | 20 | 3-2  | 0-5  | 1-3 | .250  | 3-4      | .429     | 0-3    | 2L 1-4 |
| Detroit Lions     | 2 | 8 | 0 | .200 | 234 | 237 | -3      | 25 | 2-2  | 0-6  | 0-3 | .000  | 2-6      | .250     | 0-2    | 3L 1-4 |

| NFC South            |   |   |   |      |     |     |         |    |      |      |     |       |          |          |        |        |
|----------------------|---|---|---|------|-----|-----|---------|----|------|------|-----|-------|----------|----------|--------|--------|
| Team                 | W | L | T | PCT  | PF  | PA  | Net Pts | TD | Home | Road | Div | Pct   | Conf Pct | Non-Conf | Streak | Last 5 |
| Atlanta Falcons      | 8 | 2 | 0 | .800 | 256 | 192 | 64      | 24 | 5-0  | 3-2  | 2-0 | 1.000 | 5-1      | .833     | 3-1    | 4W 4-1 |
| New Orleans Saints   | 7 | 3 | 0 | .700 | 235 | 170 | 65      | 22 | 4-2  | 3-1  | 3-1 | .750  | 6-2      | .750     | 1-1    | 3W 4-1 |
| Tampa Bay Buccaneers | 7 | 3 | 0 | .700 | 209 | 206 | 3       | 22 | 3-2  | 4-1  | 2-2 | .500  | 5-2      | .714     | 2-1    | 2W 4-1 |
| Carolina Panthers    | 1 | 9 | 0 | .100 | 117 | 252 | -135    | 9  | 1-5  | 0-4  | 0-4 | .000  | 1-7      | .125     | 0-2    | 4L 1-4 |

| NFC West            |   |   |   |      |     |     |         |    |      |      |     |      |          |          |        |        |
|---------------------|---|---|---|------|-----|-----|---------|----|------|------|-----|------|----------|----------|--------|--------|
| Team                | W | L | T | PCT  | PF  | PA  | Net Pts | TD | Home | Road | Div | Pct  | Conf Pct | Non-Conf | Streak | Last 5 |
| Seattle Seahawks    | 5 | 5 | 0 | .500 | 185 | 233 | -48     | 17 | 3-1  | 2-4  | 3-1 | .750 | 4-3      | .571     | 1-2    | 1L 2-3 |
| St. Louis Rams      | 4 | 6 | 0 | .400 | 177 | 198 | -21     | 16 | 4-2  | 0-4  | 1-2 | .333 | 3-5      | .375     | 1-1    | 2L 2-3 |
| San Francisco 49ers | 3 | 7 | 0 | .300 | 160 | 219 | -59     | 18 | 3-3  | 0-4  | 1-1 | .500 | 1-6      | .143     | 2-1    | 1L 3-2 |
| Arizona Cardinals   | 3 | 7 | 0 | .300 | 188 | 292 | -104    | 21 | 2-2  | 1-5  | 1-2 | .333 | 2-5      | .286     | 1-2    | 5L 0-5 |

| AFC East             |   |   |   |      |     |     |         |    |      |      |     |       |          |          |        |        |
|----------------------|---|---|---|------|-----|-----|---------|----|------|------|-----|-------|----------|----------|--------|--------|
| Team                 | W | L | T | PCT  | PF  | PA  | Net Pts | TD | Home | Road | Div | Pct   | Conf Pct | Non-Conf | Streak | Last 5 |
| New York Jets        | 8 | 2 | 0 | .800 | 238 | 177 | 61      | 22 | 3-2  | 5-0  | 3-0 | 1.000 | 6-1      | .857     | 2-1    | 3W 4-1 |
| New England Patriots | 8 | 2 | 0 | .800 | 289 | 242 | 47      | 32 | 5-0  | 3-2  | 2-1 | .667  | 7-2      | .778     | 1-0    | 2W 4-1 |
| Miami Dolphins       | 5 | 5 | 0 | .500 | 172 | 208 | -36     | 15 | 1-4  | 4-1  | 1-2 | .333  | 3-4      | .429     | 2-1    | 1L 2-3 |
| Buffalo Bills        | 2 | 8 | 0 | .200 | 213 | 276 | -63     | 20 | 1-4  | 1-4  | 0-3 | .000  | 1-6      | .143     | 1-2    | 2W 2-3 |

| AFC North           |   |   |   |      |     |     |         |    |      |      |     |      |          |          |        |        |
|---------------------|---|---|---|------|-----|-----|---------|----|------|------|-----|------|----------|----------|--------|--------|
| Team                | W | L | T | PCT  | PF  | PA  | Net Pts | TD | Home | Road | Div | Pct  | Conf Pct | Non-Conf | Streak | Last 5 |
| Baltimore Ravens    | 7 | 3 | 0 | .700 | 233 | 178 | 55      | 22 | 4-0  | 3-3  | 2-1 | .667 | 6-2      | .750     | 1-1    | 1W 3-2 |
| Pittsburgh Steelers | 7 | 3 | 0 | .700 | 235 | 165 | 70      | 22 | 3-2  | 4-1  | 2-1 | .667 | 5-2      | .714     | 2-1    | 1W 3-2 |
| Cleveland Browns    | 3 | 7 | 0 | .300 | 192 | 206 | -14     | 19 | 2-3  | 1-4  | 1-2 | .333 | 2-5      | .286     | 1-2    | 2L 2-3 |
| Cincinnati Bengals  | 2 | 8 | 0 | .200 | 215 | 262 | -47     | 20 | 1-4  | 1-4  | 1-2 | .333 | 1-6      | .143     | 1-2    | 7L 0-5 |

| AFC South            |   |   |   |      |     |     |         |    |      |      |     |       |          |          |        |        |
|----------------------|---|---|---|------|-----|-----|---------|----|------|------|-----|-------|----------|----------|--------|--------|
| Team                 | W | L | T | PCT  | PF  | PA  | Net Pts | TD | Home | Road | Div | Pct   | Conf Pct | Non-Conf | Streak | Last 5 |
| Jacksonville Jaguars | 6 | 4 | 0 | .600 | 220 | 270 | -50     | 22 | 4-2  | 2-2  | 2-1 | .667  | 5-3      | .625     | 1-1    | 3W 3-2 |
| Indianapolis Colts   | 6 | 4 | 0 | .600 | 268 | 216 | 52      | 27 | 4-0  | 2-4  | 1-2 | .333  | 4-3      | .571     | 2-1    | 1L 3-2 |
| Tennessee Titans     | 5 | 5 | 0 | .500 | 257 | 198 | 59      | 27 | 2-3  | 3-2  | 1-0 | 1.000 | 2-4      | .333     | 3-1    | 3L 2-3 |
| Houston Texans       | 4 | 6 | 0 | .400 | 244 | 287 | -43     | 25 | 2-3  | 2-3  | 1-2 | .333  | 3-4      | .429     | 1-2    | 4L 1-4 |

| AFC West           |   |   |   |      |     |     |         |    |      |      |     |       |          |          |        |        |
|--------------------|---|---|---|------|-----|-----|---------|----|------|------|-----|-------|----------|----------|--------|--------|
| Team               | W | L | T | PCT  | PF  | PA  | Net Pts | TD | Home | Road | Div | Pct   | Conf Pct | Non-Conf | Streak | Last 5 |
| Kansas City Chiefs | 6 | 4 | 0 | .600 | 243 | 207 | 36      | 25 | 5-0  | 1-4  | 1-2 | .333  | 4-4      | .500     | 2-0    | 1W 3-2 |
| Oakland Raiders    | 5 | 5 | 0 | .500 | 238 | 223 | 15      | 24 | 4-1  | 1-4  | 3-0 | 1.000 | 3-3      | .500     | 2-2    | 1L 3-2 |
| San Diego Chargers | 4 | 5 | 0 | .444 | 239 | 197 | 42      | 29 | 3-1  | 1-4  | 0-2 | .000  | 3-3      | .500     | 1-2    | 2W 2-3 |
| Denver Broncos     | 3 | 6 | 0 | .333 | 203 | 252 | -49     | 24 | 2-3  | 1-3  | 1-1 | .500  | 2-5      | .286     | 1-1    | 1W 1-4 |

**How to get here:**

User touches 2010 Draft button from Team Navigation at his bench

**Concept/Purpose/Objective:**

Shows this year's Cowboys draft choices

**Technical Specifications:**

ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTES**

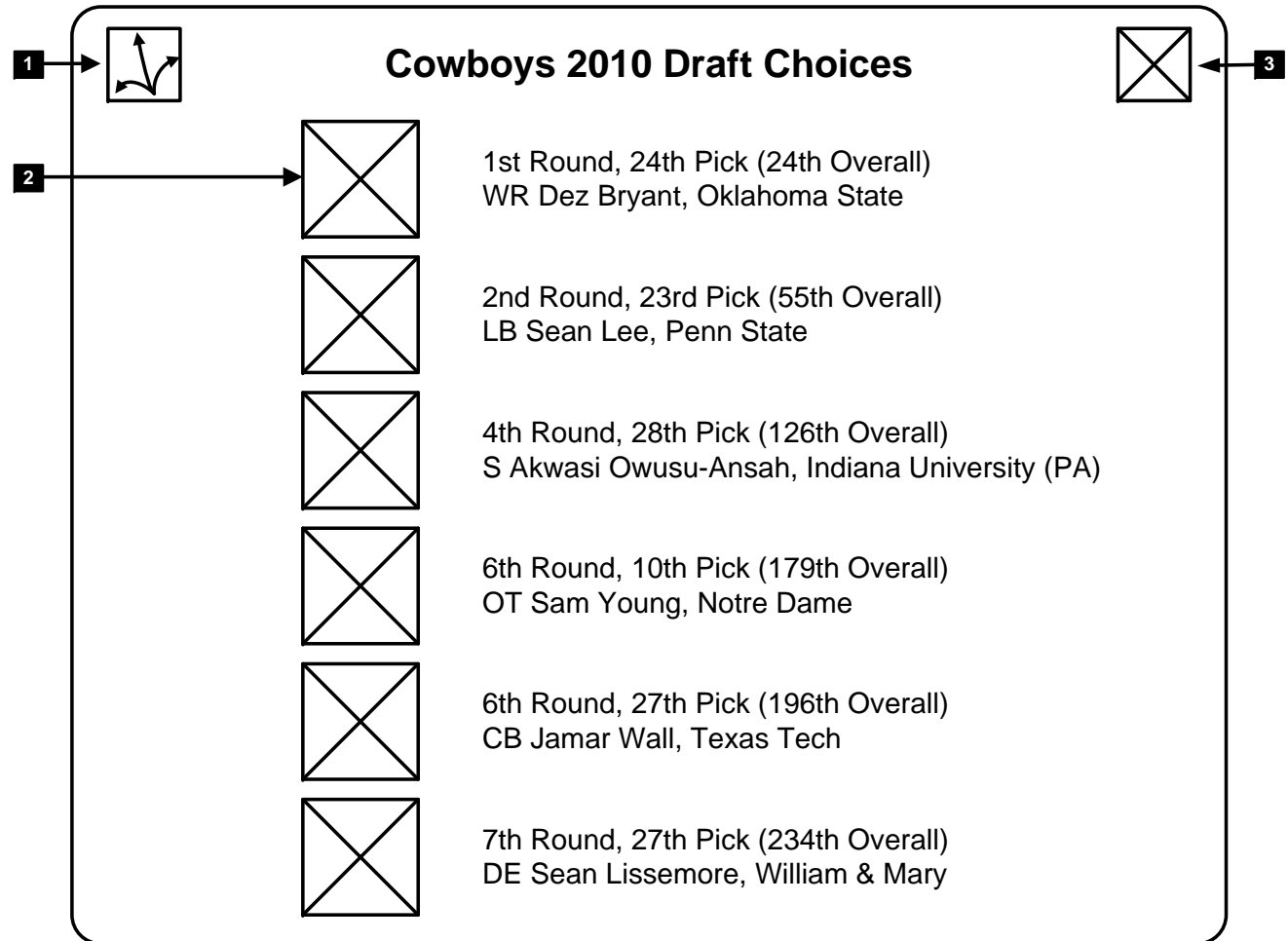
**1** Icon/handle representing ability for this content screen to be 'passed' to another player's bench.

**2** Draft Choices content. This page content is static and does not change through the year. Page is displayed as overlay on top of bench Team Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.

Wireframe portrays actual content. Headshots of draft choices are found on their respective players pages off of the main roster page [www.dallascowboys.com/team/team\\_roster.cfm](http://www.dallascowboys.com/team/team_roster.cfm). Contains Headshot, draft round, draft pick number, overall pick number, position, name and college.

**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.

**3** Close icon. Touching this button closes this screen and returns user to Team Navigation buttons on his bench.



**How to get here:**  
User touches Cowboys Team Stats button from Team Navigation at his bench

**Concept/Purpose/Objective:**  
Shows season to date team statistics

**Technical Specifications:**  
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**NOTE:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTE:** This content must be refreshed on a weekly basis, probably on Tuesdays.

NOTES

**1** Icon/handle representing ability for this content screen to be 'passed' to another player's bench.

**2** Team statistics content. Page is displayed as overlay on top of bench Team Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.

Wireframe portrays minimum content required. Content is scraped from [www.nfl.com/teams/dallascowboys/statistics?team=DAL](http://www.nfl.com/teams/dallascowboys/statistics?team=DAL). There is substantially more content on this source page than shown here. All of this content should be scraped but is technically unclear how feasible this is. Ideally we should scrape all the tabular content on that page starting at the 'Team Statistics' table and then moving downwards.


**NOTE:** If only content shown is used, then design should fit this page in one window and there should be no scrolling for this object.

If the entire page of statistics from nfl.com is able to be scraped then the page is allowed to scroll vertically. In that case, system also recognizes upwards or downwards flick on news display area to scroll up/down, similar to iPhone.

**3** Close icon. Touching this button closes this screen and returns user to Team Navigation buttons on his bench.

## Cowboys 2010 Team Statistics


### Updated December 1, 2010



**Dallas Cowboys**  
4th NFC East (3-8-0)


| PTS            | YDS             | PASS YDS       | RUSH YDS       | (league rank) |
|----------------|-----------------|----------------|----------------|---------------|
| 20.1<br>(19th) | 359.2<br>(10th) | 283.6<br>(4th) | 75.6<br>(31st) |               |

IF ENTIRE NFL.COM CONTENT IS USED, ON DOWNWARD FLICK: CONTENT SCROLLS DOWN



|  | Cowboys              | Opponents           |
|--|----------------------|---------------------|
| TOTAL FIRST DOWNS                        | 160                  | 157                 |
| FIRST DOWNS (Rushing-passing-by penalty) | 40 - 110 - 10        | 48 - 93 - 16        |
| THIRD DOWN CONVERSIONS                   | 41/101               | 39/97               |
| FOURTH DOWN CONVERSIONS                  | 8/12                 | 1/3                 |
| TOTAL OFFENSIVE YARDS                    | 2874                 | 2706                |
| OFFENSE (Plays-Average Yards)            | 511 - 5.6            | 470 - 5.8           |
| TOTAL RUSHING YARDS                      | 605                  | 991                 |
| RUSHING (Plays-Average Yards)            | 169 - 3.6            | 225 - 4.4           |
| TOTAL PASSING YARDS                      | 2269                 | 1715                |
| PASSING (Comp-Att-Int-Avg)               | 217 - 326 - 13 - 7.2 | 154 - 228 - 5 - 8.0 |
| SACKS                                    | 17                   | 16                  |
| FIELD GOALS                              | 9/12                 | 12/13               |
| TOUCHDOWNS                               | 19                   | 28                  |
| (Rushing-Passing>Returns-Defensive)      | 2 - 15 - 2 - 0       | 6 - 18 - 1 - 3      |
| TIME OF POSSESSION                       | 30:06                | 29:53               |
| TURNOVER RATIO                           |                      | -9                  |

IF ENTIRE NFL.COM CONTENT IS USED, ON UPWARD FLICK: CONTENT SCROLLS UP



1

2

3

**How to get here:**  
User touches Depth Chart button from Team Navigation at his bench

**Concept/Purpose/Objective:**  
Shows in chart form by position, entire Cowboys active roster

**Technical Specifications:**  
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTE:** This content must be refreshed on a weekly basis before each game, probably on Wednesdays or Thursdays

**NOTES**

**1** Depth chart content. Page is displayed as overlay on top of bench Team Navigation. To proceed back to Team Navigation, user must first dismiss this screen by touching close icon.

Page represents all players on active Cowboys roster lined up in their physical position on the field according to the position they play as if in a scrimmage. The top side shows the offensive line and the opposing side shows the defensive line. In the backfield are the players on the Special Teams squad. Each position on the field is labeled with the abbreviation for that position (ex. RWR = Right Wide Receiver). Underneath the abbreviation name is the list of the players on the active roster (and their shirt numbers) who play in that position, in the order of who starts in the game first. Users can touch a name, whereby the bio for that player is launched as an overlay to this depth chart (see 1.2.5.1). Users must dismiss the bio by closing that window in order to return to the depth chart.

To the right of the field is the list of the entire coaching staff, also ordered by the types of players they coach (ex. Offensive Coaches are shown next to the same section of the field as the offense players). Users can also touch the name of a coach, which will launch a window of the bio for that coach as an overlay to the depth chart (see 1.2.5.1a). The head coach is listed at the top of the graphic and is also a touchable link.

At the bottom of the graphic is a legend that defines the position abbreviations.


Wireframe portrays actual content.as of December 1, 2010. Player names should be fully spelled out, not abbreviated. As coaching staff (most likely) will not change during the season, the right hand coaches section can be hard-coded into the page and does not need to be refreshed. The list of coaches and links to their bios can be found at [www.dallascowboys.com/team/team\\_coachExec.cfm](http://www.dallascowboys.com/team/team_coachExec.cfm)

Players, however, will change positions throughout the year, based on performance and injuries, so this data must be refreshed weekly, preferably immediately before the coming week's game, probably on a Wednesday or Thursday. The official depth chart listing the positions and the order of the players who fill these positions can be found at [www.dallascowboys.com/team/team\\_depthChart.cfm](http://www.dallascowboys.com/team/team_depthChart.cfm)

**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.

## Cowboys Depth Chart

as of December 1, 2010


2

Touch a player or coach to see their stats or bio

**OFFENSE**

**- FB -**  
44 C. Gronkowski

**- RB -**  
24 M. Barber  
28 F. Jones  
23 T. Choice

**- QB -**  
3 J. Witten  
7 S. McGee

**- LWR -**  
11 R. Williams  
17 S. Hurd  
85 K. Ogletree

**- RWR -**  
19 M. Austin  
88 D. Bryant

**- RT -**  
75 M. Colombo  
76 S. Young

**- RG -**  
70 L. Davis

**- C -**  
65 A. Gurode

**- LG -**  
67 P. Costa  
63 K. Kosier  
64 M. Holland

**- LT -**  
68 D. Free  
71 A. Barron

**- TE -**  
82 J. Witten  
80 M. Bennett  
86 S. Chandler

**DEFENSE**

**- LCB -**  
41 T. Newman  
37 B. McCann

**- LE -**  
96 M. Spears  
95 S. Lissimore

**- NT -**  
90 J. Ratliff  
92 J. Brent

**- RE -**  
99 I. Olshansky  
72 S. Bowen

**- DT -**

**- RCB -**  
21 M. Jenkins  
32 O. Scandrick

**- SLB -**  
93 A. Spencer  
57 V. Butler

**- MILB -**  
56 B. James  
50 S. Lee

**- MOLB -**  
51 K. Brooking  
52 L. Williams

**- WLB -**  
94 D. Ware  
59 B. Williams

**- SS -**  
43 G. Sensabaugh  
42 B. Church

**- FS -**  
20 A. Ball  
40 D. McCray

**SPECIAL TEAMS**

**- KOR -**  
37 B. McCann  
85 K. Ogletree  
23 T. Choice

**- K -**  
18 D. Buehler

**- H -**  
1 M. McBriar

**- P -**  
1 M. McBriar

**- PR -**  
88 D. Bryant

**- LS -**  
91 L. LaDouceur

**Interim Head Coach**  
**Jason Garrett**

**Offense Coaches**

|                |                                  |
|----------------|----------------------------------|
| Wide Receivers | Quarterbacks                     |
| Ray Sherman    | Wade Wilson                      |
| Tight Ends     | Offensive Line                   |
| John Garrett   | Hudson Houck                     |
| Running Backs  | Offensive Assts.                 |
| Skip Peete     | Wesley Phillips<br>Keith O'Quinn |

**Defense Coaches**

|                       |
|-----------------------|
| Defensive Coordinator |
| Paul Pasqualoni       |
| Secondary             |
| Dave Campo            |
| Linebackers           |
| Reggie Herring        |
| Linebackers Asst.     |
| Bobby King            |
| Secondary/Safeties    |
| Brett Maxie           |

**Special Teams Coaches**

|                           |
|---------------------------|
| Strength and Conditioning |
| Joe Juraszek              |
| Special Teams             |
| Joe DeCamillis            |

Legend:

|                          |                                 |                        |
|--------------------------|---------------------------------|------------------------|
| <b>Offense:</b>          | <b>Defense:</b>                 | <b>Special teams:</b>  |
| QB: Quarterback          | LT: Left tackle                 | K: Kicker              |
| RB: Running back         | LG: Left guard                  | P: Punter              |
| FB: Fullback             | C: Center                       | KOR: Kick Off Returner |
| LWR: Left Wide Receiver  | RG: Right guard                 | PR: Punt returner      |
| RWR: Right Wide Receiver | RT: Right tackle                | LS: Long snapper       |
| TE: Tight End            |                                 | H: Holder              |
|                          | LCB: Left Cornerback            |                        |
|                          | RCB: Right Cornerback           |                        |
|                          | DT: Defensive tackle            | SS: Strong safety      |
|                          | NT: Nose tackle                 | FS: Free safety        |
|                          | SLB: Strong Linebacker          |                        |
|                          | WLB: Wide Linebacker            |                        |
|                          | MILB: Middle Inside Linebacker  |                        |
|                          | MOLB: Middle Outside Linebacker |                        |
|                          | RE: Right Defensive End         |                        |
|                          | LE: Left Defensive End          |                        |

**2** Close icon. Touching this button closes this screen and returns user to Team Navigation buttons on his bench.

**How to get here:**  
User touches a player's name from the depth chart content screen 1.2.5

**Concept/Purpose/Objective:**  
Provides detailed player information, background information at season to date statistics for selected player.

**Technical Specifications:**  
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**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

NOTES

- 1** Icon/handle to indicate that this content can be passed to another user when touched and dragged/flicked.
- 2** Player photo as taken from [http://www.dallascowboys.com/team/team\\_biosPlayers.cfm?playerID=XXXXXXXX](http://www.dallascowboys.com/team/team_biosPlayers.cfm?playerID=XXXXXXXX)
- 3** Player quick stats as ripped from <http://www.nfl.com/players/profile?id=XXXXXXXX>
- 4** Player stats as ripped from <http://www.nfl.com/players/gamelogs?id=XXXXXXXX>
- 5** Icon to close content screen when touched.
- 6** Player Number, Name, Position, body stats, College and experience as ripped from [http://www.dallascowboys.com/team/team\\_biosPlayers.cfm?playerID=XXXXXXXX](http://www.dallascowboys.com/team/team_biosPlayers.cfm?playerID=XXXXXXXX)

**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.

|              |       | Passing |        |      |     |      |      |     |    |     |     |      | Rushing |     |     | Fumbles |    |      |      |
|--------------|-------|---------|--------|------|-----|------|------|-----|----|-----|-----|------|---------|-----|-----|---------|----|------|------|
| WK           | Date  | Opp     | Result | Comp | Att | Pct  | Yds  | Avg | TD | Int | Sck | SckY | Rating  | Att | Yds | Avg     | TD | Fumb | Lost |
| P0           | 08/08 | @CIN    | W 16-7 | 5    | 10  | 50.0 | 59   | 5.9 | 0  | 0   | 0   | 0    | 68.3    | --  | --  | --      | -- | 1    | 0    |
| P1           | 08/12 | OAK     | L 9-17 | 4    | 7   | 57.1 | 52   | 7.4 | 0  | 0   | 3   | 13   | 80.7    | 1   | 1   | 7       | 0  | 1    | 0    |
| P2           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| P3           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| P4           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 1            |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 2            |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 3            |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 4            |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 5            |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 6            |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 7            |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 8            |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 9            |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 10           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 11           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 12           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 13           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 14           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 15           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 16           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| 17           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| WC           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| DP           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| DC           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| SB           |       |         |        |      |     |      |      |     |    |     |     |      |         |     |     |         |    |      |      |
| <b>Total</b> |       |         |        | 148  | 213 | 69.5 | 1605 | 7.5 | 11 | 7   | 7   | 41   | 94.9    | 6   | 38  | 6.3     | 0  | 0    | 0    |

**How to get here:**

User touches a coach's name from the depth chart content screen 1.2.5

**Concept/Purpose/Objective:**

Provides detailed coach information and work history.

**Technical Specifications:**

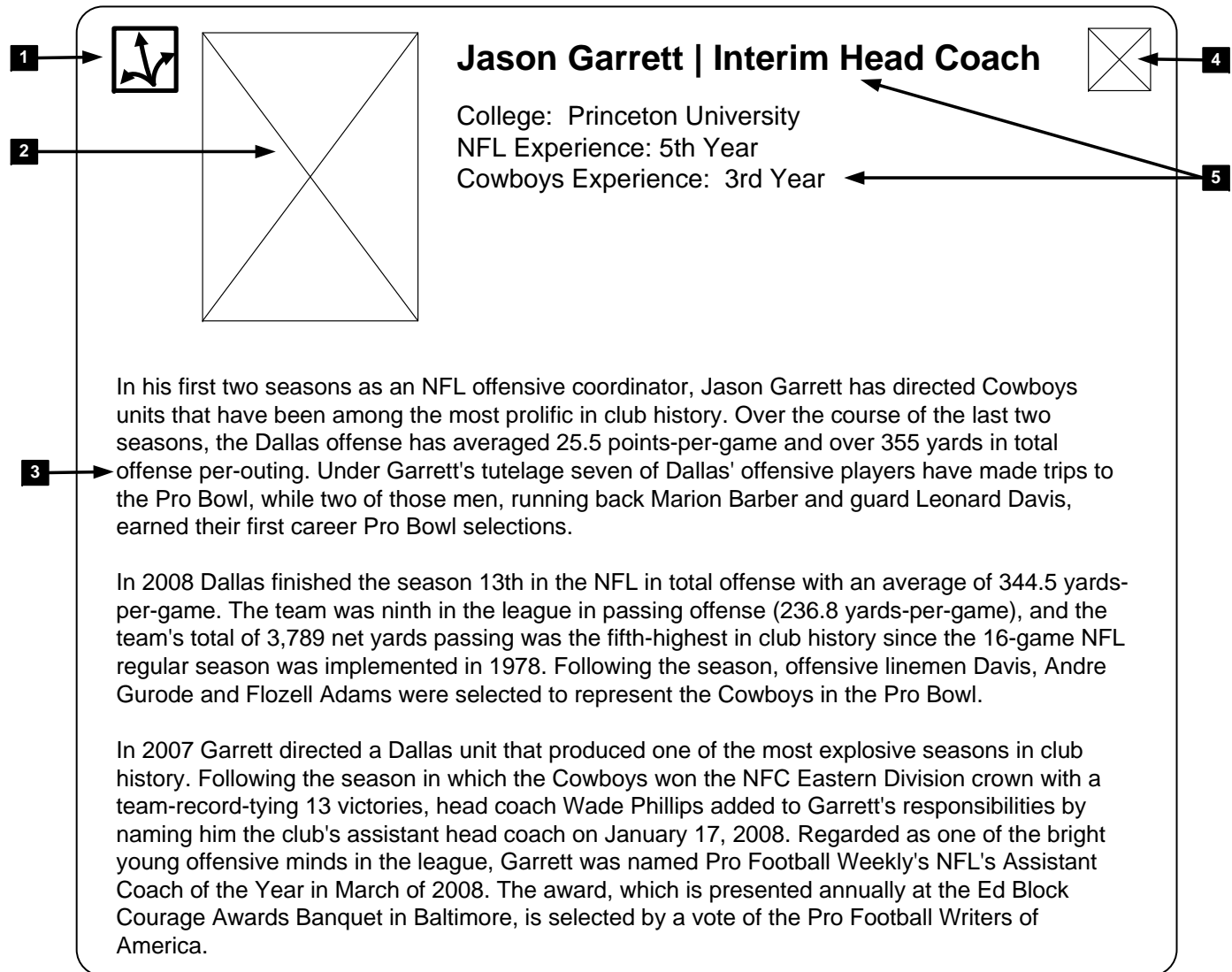
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**NOTES**

- 1** Icon/handle to indicate that this content can be passed to another user when touched and dragged/flicked.
- 2** Coach photo as taken from [http://www.dallascowboys.com/team/team\\_biosCoachExec.cfm?newName=XXXXXXXX](http://www.dallascowboys.com/team/team_biosCoachExec.cfm?newName=XXXXXXXX)
- 3** Text description of coach's background and work history, taken from coach's page on [http://www.dallascowboys.com/team/team\\_biosCoachExec.cfm?newName=XXXXXXXX](http://www.dallascowboys.com/team/team_biosCoachExec.cfm?newName=XXXXXXXX)
- 4** Icon to close content screen when touched.
- 5** Coach's Name | Coach's Position  
College, NFL Experience and Cowboys Experience stats, as ripped from [http://www.dallascowboys.com/team/team\\_biosCoachExec.cfm?newName=XXXXXXXX](http://www.dallascowboys.com/team/team_biosCoachExec.cfm?newName=XXXXXXXX)

**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.



**Jason Garrett | Interim Head Coach**

College: Princeton University  
NFL Experience: 5th Year  
Cowboys Experience: 3rd Year

In his first two seasons as an NFL offensive coordinator, Jason Garrett has directed Cowboys units that have been among the most prolific in club history. Over the course of the last two seasons, the Dallas offense has averaged 25.5 points-per-game and over 355 yards in total offense per-outing. Under Garrett's tutelage seven of Dallas' offensive players have made trips to the Pro Bowl, while two of those men, running back Marion Barber and guard Leonard Davis, earned their first career Pro Bowl selections.

In 2008 Dallas finished the season 13th in the NFL in total offense with an average of 344.5 yards-per-game. The team was ninth in the league in passing offense (236.8 yards-per-game), and the team's total of 3,789 net yards passing was the fifth-highest in club history since the 16-game NFL regular season was implemented in 1978. Following the season, offensive linemen Davis, Andre Gurode and Flozell Adams were selected to represent the Cowboys in the Pro Bowl.

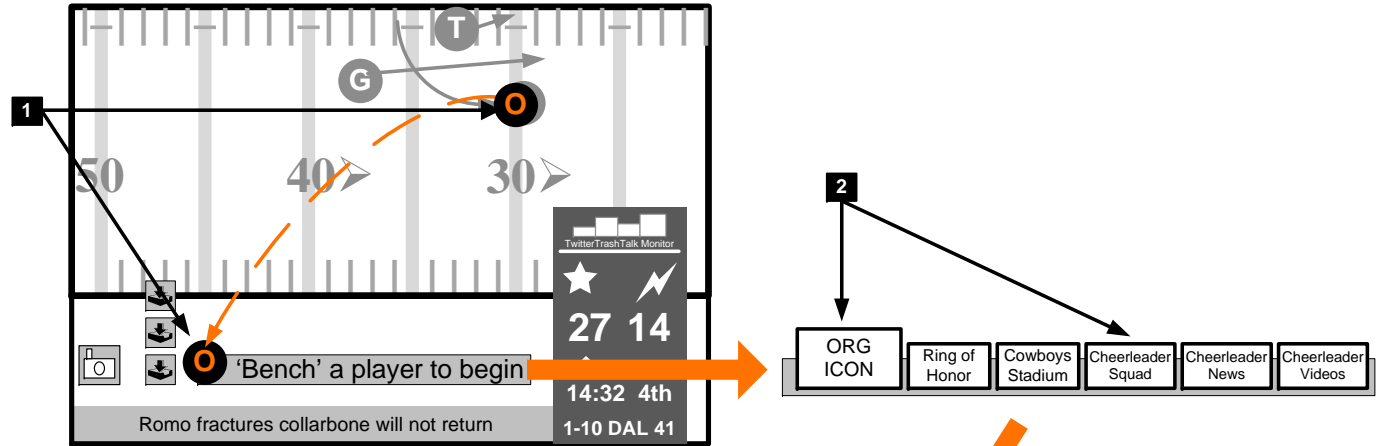
In 2007 Garrett directed a Dallas unit that produced one of the most explosive seasons in club history. Following the season in which the Cowboys won the NFC Eastern Division crown with a team-record-tying 13 victories, head coach Wade Phillips added to Garrett's responsibilities by naming him the club's assistant head coach on January 17, 2008. Regarded as one of the bright young offensive minds in the league, Garrett was named Pro Football Weekly's NFL's Assistant Coach of the Year in March of 2008. The award, which is presented annually at the Ed Block Courage Awards Banquet in Baltimore, is selected by a vote of the Pro Football Writers of America.

**How to get here:**  
User touches an Organization Navigation Icon from the scrimmage and drags it to his bench

**Concept/Purpose/Objective:**  
Provides entry into navigation and content about the Cowboys organization, including content about the stadium and the cheerleaders.

**Technical Specifications:**  
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

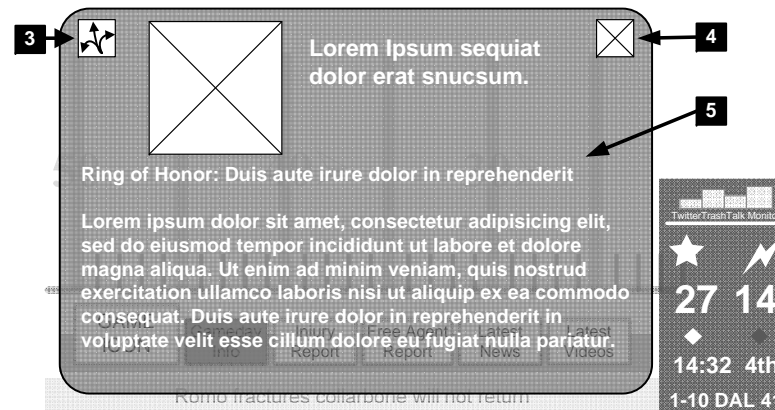
**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.



NOTES

- 1 When user touches an Organization Icon, a copy is created and user can then drag the icon to his bench.
- 2 When an Organization icon is dragged to the bench, it 'snaps' into place. Sub-navigation buttons are then revealed. User can 'flick' away the Organization Icon which would make the Organization sub-navigation vanish or continue the interaction with the sub-navigation.  
  
Sub-navigation elements behave as buttons with 'depressed' and 'non-depressed' states upon touch. Sub-navigation buttons lead directly to content screens. Touching the button causes the screen to appear as an overlay.
- 3 All content screens have a handle which allows users to 'pass' a copy of the content screen by flicking to another user's bench. This copy of the screen then may or may not be received into that user's reception cue (see 1.4)
- 4 All content screens have a 'close' icon that dismisses this screen and returns users to the navigation underneath.
- 5 Content screen appears as an overlay across entire bench. User must dismiss content screen before he can return to interact with navigation. Overlay is semi-opaque to indicate that prior-state's navigation still exists below.

For All 2<sup>nd</sup> Level Navigation:





**How to get here:**  
User touches Ring of Honor button from Organization Navigation at his bench

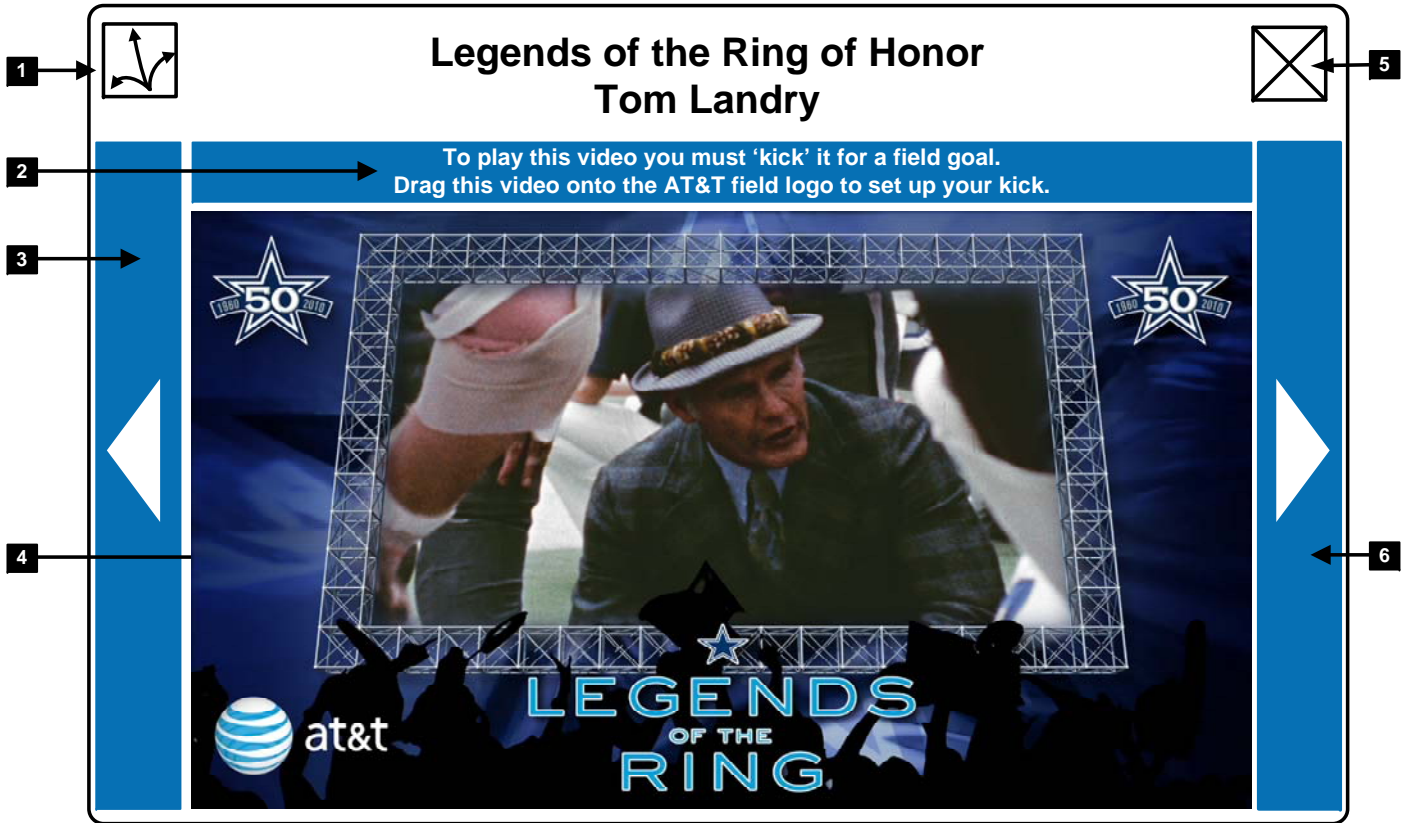
**Concept/Purpose/Objective:**  
Provides 4 video content items about members of the Cowboys Ring of Honor

**Technical Specifications:**  
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

NOTES

- 1** Icon/handle representing ability for this content screen to be 'dragged' to center mark to be kicked for a field goal.
- 2** Persistent call to action. Instructs users how to play the video by dragging it onto the field and making a field goal. For description of kick process see 1.6.
- 3** 'Previous' button. Persistent control. Touching this button horizontally scrolls video thumbnail to previous video in list.
- 4** Video content. Page is displayed as overlay on top of bench Organization Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.  
Page displays the following 4 videos about members of the Cowboys Ring of Honor:  
Digital2Dallas Cowboys\LOTR Landry.mov (Tom Landry)  
Digital2Dallas Cowboys\LOTR Lilly.mov (Bob Lilly)  
Digital2Dallas Cowboys\LOTR Schramm.mov (Tex Schramm)  
Digital2Dallas Cowboys\LOTR Staubach.mov (Roger Staubach)  
It is necessary to create thumbnails for each of these files for use in display page.
- 5** Close icon. Touching this button closes this screen and returns user to Organization Navigation buttons on his bench.
- 6** "Next" button. Persistent control. Touching this button horizontally scrolls video thumbnail to next video in list.



**How to get here:**

User touches Cowboys Stadium button from Organization Navigation at his bench

**Concept/Purpose/Objective:**

Provides video content about the history of events at Cowboys Stadium

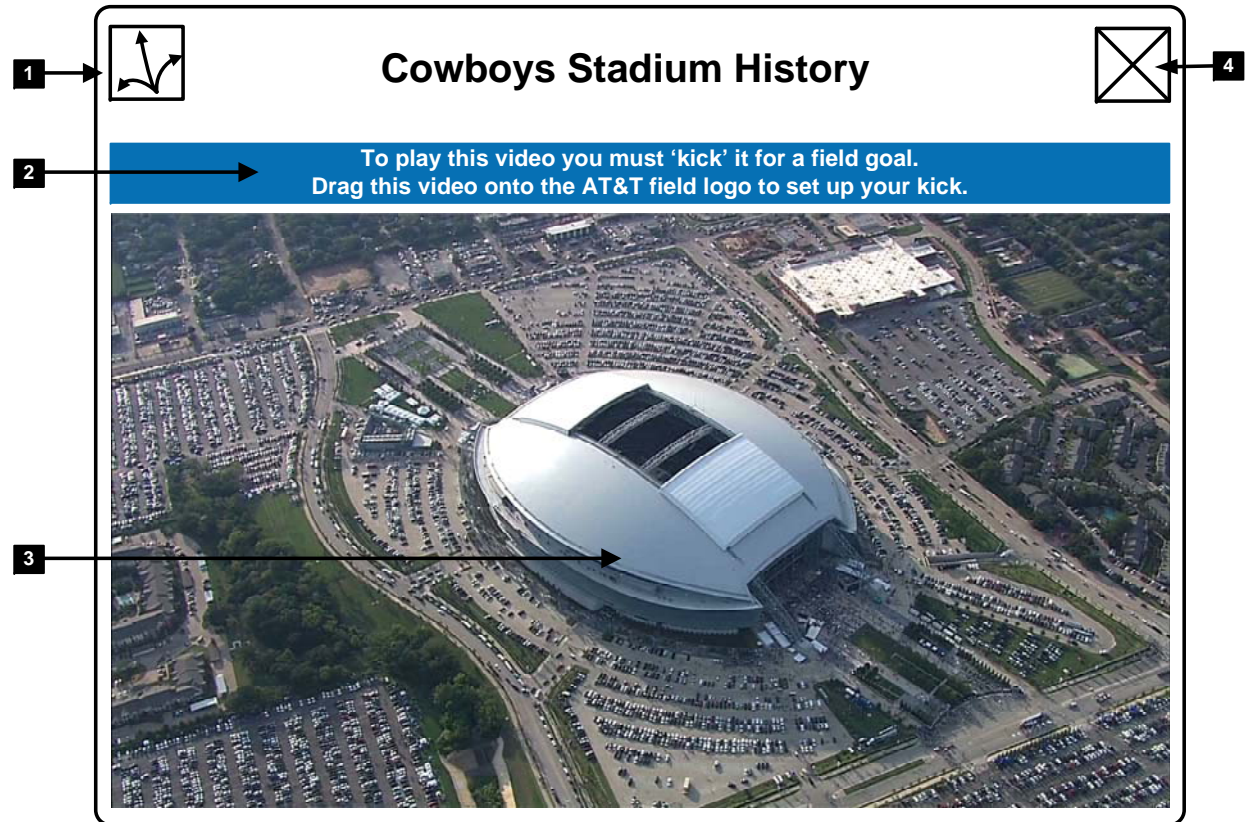
**Technical Specifications:**

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**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

NOTES

- 1** Icon/handle representing ability for this content screen to be 'dragged' to center mark to be kicked for a field goal.
- 2** Persistent call to action. Instructs users how to play the video by dragging it onto the field and making a field goal. For description of kick process see 1.6.
- 3** Video content. Page is displayed as overlay on top of bench Organization Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.  
Page displays this videos about Cowboys Stadium:  
Digital2\Dallas Cowboys\Cowboys Stadium Event History rev.mov  
It is necessary to create a thumbnail for this file for use on the display page.
- 4** Close icon. Touching this button closes this screen and returns user to Organization Navigation buttons on his bench.



**How to get here:**

User touches Cheerleader Squad button from Organization Navigation at his bench

**Concept/Purpose/Objective:**

Provides group photo of current year's cheerleading squad and provides entry into individual cheerleader profiles

**Technical Specifications:**

ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTES**

**1** Persistent call to action. Instructs users how to access individual cheerleader's profile.

**2** Squad Group Photo. Page is displayed as overlay on top of bench Organization Navigation. To return to Organization navigation, user must dismiss this screen by touching close icon.

Group photo image comes from [www.dallascowboyscheerleaders.com/squad/squad.cfm](http://www.dallascowboyscheerleaders.com/squad/squad.cfm)

Individual cheerleaders each have their own 'cut-out' touch area, whereby if user touches a cheerleader, that cheerleader's individual profile screen appears as an overlay to this screen (see 1.3.3.1).

**Note:** Individual cheerleader cut-out line shown in this wireframe is for illustrative, functional purpose only. In actual application, line should not be visible.

**3** Close icon. Touching this button closes this screen and returns user to Organization Navigation buttons on his bench.

**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.



**How to get here:**

User touches a cheerleader's image from the cheerleader squad photo content screen 1.3.3

**Concept/Purpose/Objective:**

Provides detailed cheerleader information and headshot.

**Technical Specifications:**

ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.


**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

Page is static throughout the season and does not update. Page must be created and assembled from various static elements (see notes below.)


**NOTES**

- 1** Icon/handle to indicate that this content can be passed to another user when touched and dragged/flicked.
- 2** Headshot photo as taken from cheerleader's profile page, photo tab. For example see [www.dallascowboyscheerleaders.com/socialnet/profile.cfm?plckPersonaPage=PersonaPhotos&plckUserId=f45f5ec8-56dc-45cd-930e-7293a006e7a8&userid=f45f5ec8-56dc-45cd-930e-7293a006e7a8&sid=sitelife.dallascowboyscheerleaders.com](http://www.dallascowboyscheerleaders.com/socialnet/profile.cfm?plckPersonaPage=PersonaPhotos&plckUserId=f45f5ec8-56dc-45cd-930e-7293a006e7a8&userid=f45f5ec8-56dc-45cd-930e-7293a006e7a8&sid=sitelife.dallascowboyscheerleaders.com)
- 3** Icon to close content screen when touched.
- 4** Text description of cheerleader's background and interests. Copy taken from cheerleader's profile page. For example see [www.dallascowboyscheerleaders.com/socialnet/profile.cfm?plckPersonaPage=PersonaHome&plckUserId=f45f5ec8-56dc-45cd-930e-7293a006e7a8&userid=f45f5ec8-56dc-45cd-930e-7293a006e7a8&sid=sitelife.dallascowboyscheerleaders.com](http://www.dallascowboyscheerleaders.com/socialnet/profile.cfm?plckPersonaPage=PersonaHome&plckUserId=f45f5ec8-56dc-45cd-930e-7293a006e7a8&userid=f45f5ec8-56dc-45cd-930e-7293a006e7a8&sid=sitelife.dallascowboyscheerleaders.com)  
  
Should contain all text from profile except first line (which varies by cheerleader but usually contains 'female' designation and hometown info).


**NOTE:** Design should fit this page in one window; there should be no scrolling for this object.



**1**



**2**



**3**

## Brooke Sorenson

**About Me:** Hey! Thanks for stopping by my page! My name is Brooke Sorenson and this is my 5th season with the Dallas Cowboys. I am a group leader and one of the silly ones on the team. Sometimes it's tough for me to stay serious during practices! I have been dancing and cheering since I was two years old. I have amazing parents and an awesome brother in Florida, where I grew up. Texas is wonderful, but I miss the beach and boating like crazy! On the weekends I like to be with my friends, be at church, spend time with my family, traveling, and I always love to try something new. I hope to become some kind of broadcaster, unless I can find a way for my bones to take me dancing until I'm 90, but I like that my journey is unknown. Although, I would like to hope that we will be at the Superbowl this year :) God Bless!

**Fan since (year):** 2005

**Favorite current player:** Jason Witten

**All-time favorite player:** Emmitt Smith

**Most memorable game:** Right before last season, I tore my ACL and Miniscus which took me out of five games. It was tough to watch the girls perform because I just wanted to be out on the field so bad. I will NEVER forget my first game back after surgery, and rehab. I felt so blessed to return healthy and continue cheering on such a wonderful squad.

**Hobbies:** Anything adventurous. I am a huge risk taker. I love working out, shark week on the Discovery Channel, saunas, awesome concerts, dinner with the girls, going country dancing, relaxing on the beach, skydiving, and my favorite holiday is Halloween.

**Quote:** "Great love and achievements involve great risk."

**Favorite Movies:** Anything with my man, Will Ferrell!

**Favorite Music:** Lady Antebellum, Maroon 5, Rascal Flatts, and Lil Wayne.

**Favorite Books:** The Bible and 90 Minutes in Heaven.

**Favorite TV Shows:** HBO's Hard Knocks, Shark Week, Last Comic Standing, and Ellen!

**4**

**How to get here:**  
User touches Cheerleader News button from Organization Navigation at his bench

**Concept/Purpose/Objective:**  
Provides 3 latest news content items about Cowboys Cheerleaders

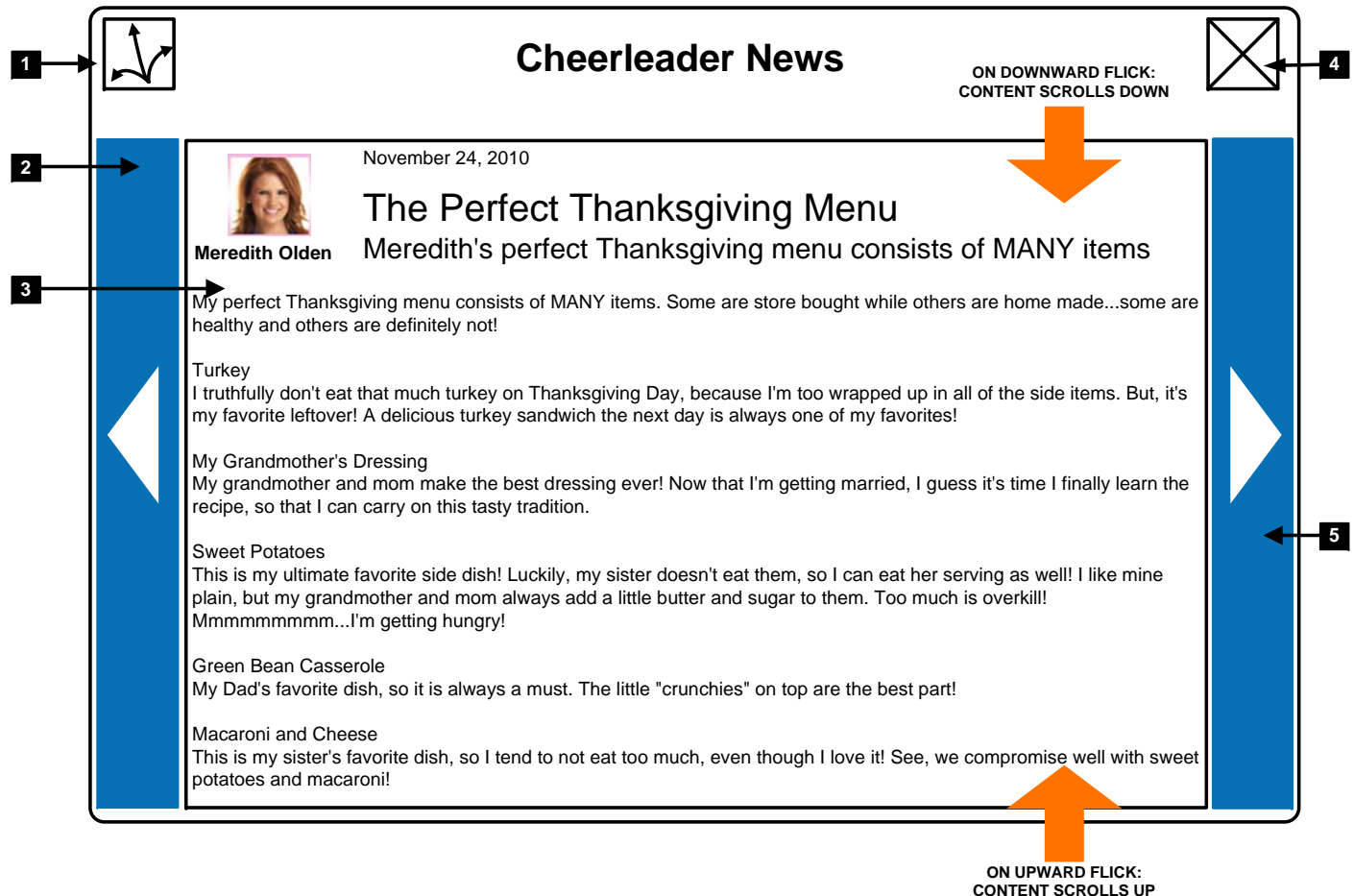
**Technical Specifications:**  
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTE:** This content must be refreshed very regularly, preferably every 12 hours.

**NOTES**

- 1** Icon/handle representing ability for this content screen to be 'passed' to another player's bench.
- 2** 'Previous' button. Persistent control. Touching this button horizontally scrolls news article to next article in list.
- 3** News content. Page is displayed as overlay on top of bench Organization Navigation and is of fixed size. User must dismiss this screen by touching close icon before he can proceed with another navigation action.  
  
Page displays the 3 most recent news articles as pulled from [www.dallascowboyscheerleaders.com/news/news.cfm](http://www.dallascowboyscheerleaders.com/news/news.cfm). Page contains cheerleader headshot and name, date of article, Main Title, Sub-title (scraped from landing page [www.dallascowboyscheerleaders.com/news/news.cfm](http://www.dallascowboyscheerleaders.com/news/news.cfm)) and news body text (scraped from article link). As sometimes several articles are added each day, this function should refresh every 12 hours.  
  
If content is larger than window, system also recognizes upwards or downwards flick on news display area to scroll up/down, similar to iPhone.
- 4** Close icon. Touching this button closes this screen and returns user to Organization Navigation buttons on his bench.
- 5** "Next" button. Persistent control. Touching this button horizontally scrolls news article to next article in list.



**How to get here:**  
User touches Cheerleader Videos button from Organization Navigation at his bench

**Concept/Purpose/Objective:**  
Provides 3 latest video content items about Cowboys Cheerleaders

**Technical Specifications:**  
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.


**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTE:** This content must be refreshed on a weekly basis, probably on Tuesdays.


NOTES

- 1** Icon/handle representing ability for this content screen to be 'dragged' to center mark to be kicked for a field goal.
- 2** Persistent call to action. Instructs users how to play the video by dragging it onto the field and making a field goal. For description of kick process see 1.6.
- 3** 'Previous' button. Persistent control. Touching this button horizontally scrolls video thumbnail to previous video in list.
- 4** Video content. Page is displayed as overlay on top of bench Organization Navigation. User must dismiss this screen by touching close icon before he can proceed with another navigation action.  
  
Page displays the 3 most recent videos as pulled from the Recent (default) tab of [www.dallascowboyscheerleaders.com/gallery/multimedia.cfm](http://www.dallascowboyscheerleaders.com/gallery/multimedia.cfm). Page contains large thumbnail image and Short Text Description. This function should refresh every week between Cowboys games, probably on Tuesday or Wednesdays.
- 5** Close icon. Touching this button closes this screen and returns user to Organization Navigation buttons on his bench.
- 6** "Next" button. Persistent control. Touching this button horizontally scrolls video thumbnail to next video in list.

## Cheerleaders Videos




**1**




**5**


**To play this video you must 'kick' it for a field goal.  
Drag this video onto the AT&T field logo to set up your kick.**



**3**



**4**



**6**

**Jordan Chanley DCC Audition**  
Halloween Halftime performance during the Jacksonville Jaguars vs Dallas Cowboys game

**How to get here:**

User 'flicks' a content screen from his bench to another point on the field.

**Concept/Purpose/Objective:**

Provides illustration of how content objects are 'thrown' across the field and can be 'passed' to other users and 'received' on their benches. Also shows that passes can fail and be 'incomplete'

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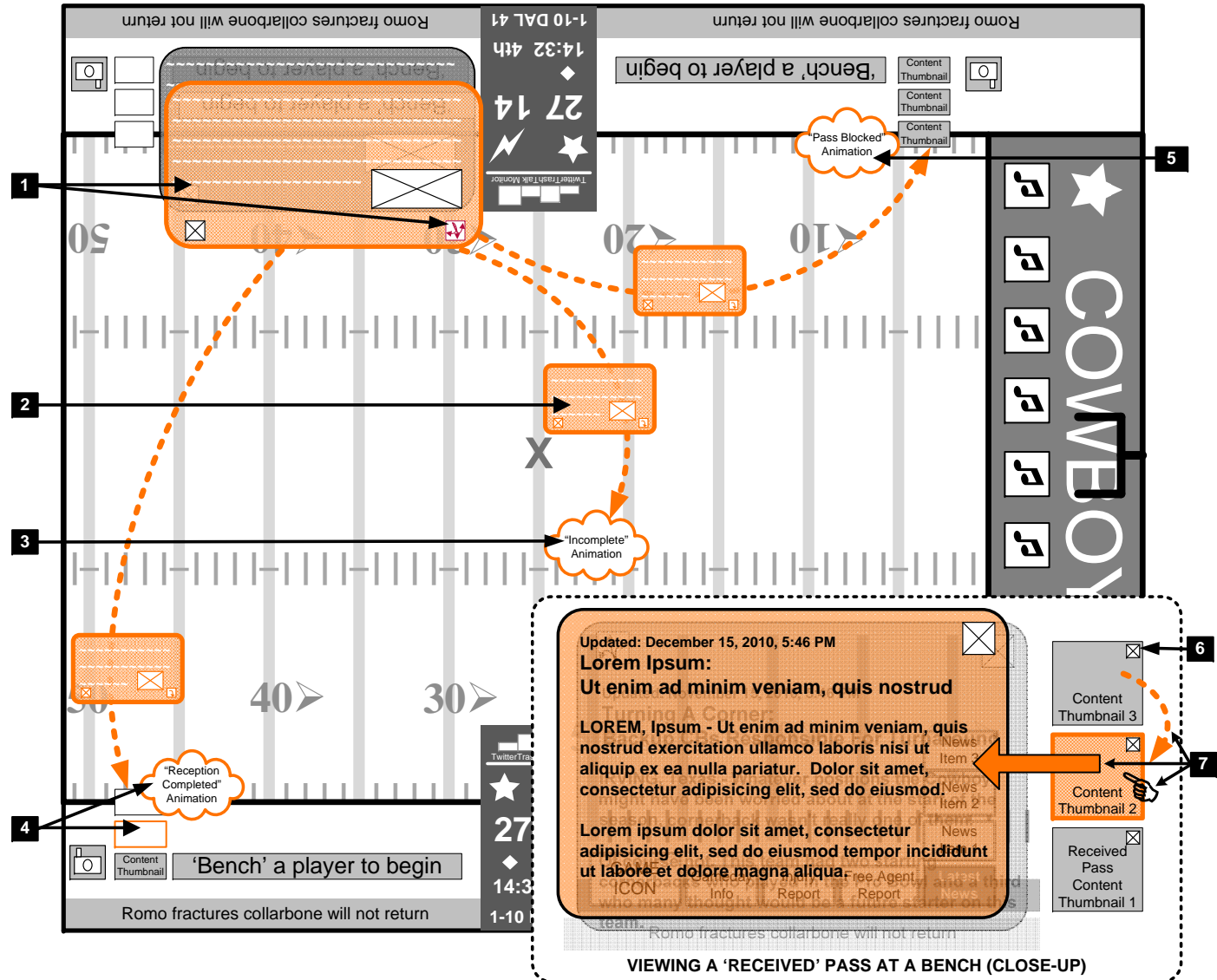
**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTES**

- 1** Using the 'throw' handle built into every content screen, the user 'flicks' the content onto the field. On flick, a copy of the content image is created and that copy is what moves across the field. Based on the speed and direction of the flick, the system calculates the direction that the object should move and displays the content moving across the field.
- 2** As the thrown content moves across the field, a smaller thumbnail of the content object is shown, tracking the throw's trajectory. There is also an opportunity to use AT&T branding elements to indicate the pathway that the content traveled as well as the speed and rotation.
- 3** Passes can only be 'received' at other user's benches. If a pass is determined by the system to not have the trajectory or force to make it to a bench, then the pass falls on the field and an animation then displays showing the pass is 'incomplete'. The thumbnail that has been tracking the object's movement across the field then also disappears as part of the incompletion animation.
- 4** When another user is determined to be at a bench and when there is an available space in his reception queue, a pass can be 'received' by that user from another user. Upon reception, an animation plays that the pass is 'complete' and a thumbnail icon is formed of the received content and that icon is placed sequentially into his queue from bottom to top. In the example shown, there was already a received pass in slot 1 but slot 2 and 3 were empty, so the received pass content icon was created in slot 2.
- 5** Example of an incomplete pass where even though there was sufficient force and trajectory to make it to another user's bench, that user's reception cue was already filled with the maximum number of receptions (3). Therefore, that user is ineligible to receive additional receptions until he views one of the items that is in his queue.
- 6** Close up detail of received pass content at a bench. All received pass content can be dismissed by the user at any time by touching the 'close' icon on the thumbnail.
- 7** Close up detail of viewing received pass content at a bench. Any received pass in the queue can be viewed by the user in any order.

When the user touches the received pass content thumbnail, an animation moves the touched icon over to the bench area and expands the content into a normal sized content screen for that content, which overlays all content that is currently on the bench. The remaining items in the reception cue then move downwards in a 'Tetris' fashion to fill in the empty slot created by the viewed content.

The pass reception content being viewed cannot be re-passed to another user. The only available user action is to close the reception content screen via the 'close' icon, at which point the content screen disappears and the user is returned to the point in his bench navigation which he was at before he 'viewed' the received pass.



**VIEWING A 'RECEIVED' PASS AT A BENCH (CLOSE-UP)**

**How to get here:**  
User touches camera button.

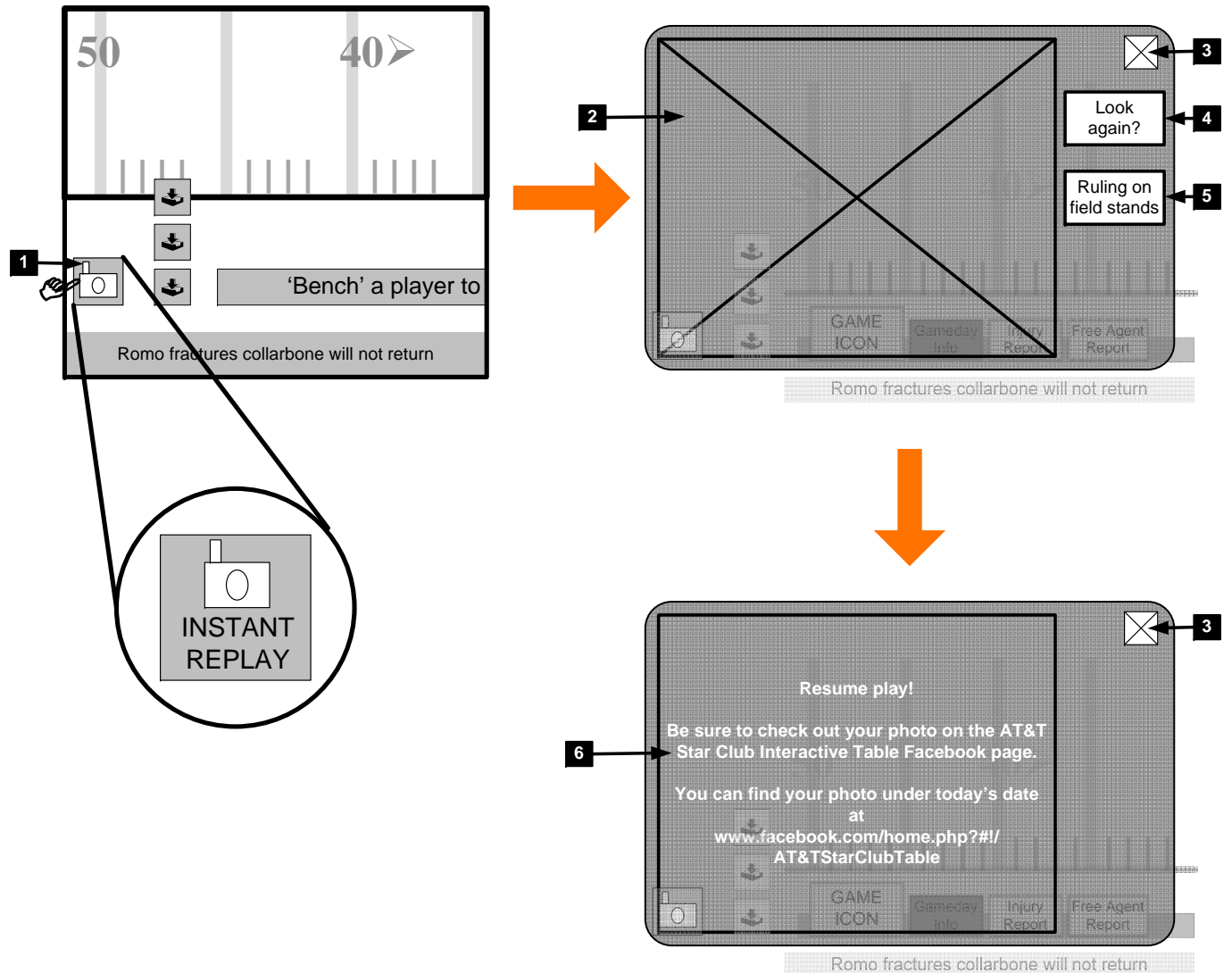
**Concept/Purpose/Objective:**  
Provides ability for user to take a still photo snapshot of himself at the table, review the picture, take another picture until he is satisfied with the result and then send the picture to the Table's Facebook page for later review.

**Technical Specifications:**  
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**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTES**

- 1** User touches camera icon to begin process. Close up of icon shows call to action on or around button.
- 2** Built-in housing camera takes snapshot of user at table and displays image. Displayed as an overlay to user's current bench navigation state. User must interact with to completion or dismiss the photo application before he can return to his previous navigation state.
- 3** Close icon. Touching this button closes the window and returns the user to his previous bench navigation state.
- 4** Touching 'look again' button takes another picture and displays the new picture in the same window, replacing the old picture.
- 5** Touching 'ruling on field stands' accepts the picture, sends this picture to the table's facebook page where it is entered into a folder of that day's date and has a title of the timestamp of the photo. The image overlay screen is then replaced with the thank you/call to action screen below.
- 6** Thank you/call to action screen to view accepted photo on the Table's facebook page. Displayed as an overlay to the user's current bench navigation state. User must touch the close icon to dismiss this screen and return to his previous navigation state.





**How to get here:**

User 'drags' a video content screen from his bench to the center mark (AT&T logo) on the field.

**Concept/Purpose/Objective:**

Provides illustration of (a) how users set up a video content object in position and (b) attempt to 'kick' it through the uprights to make a 'field goal', enabling the video to enter the queue to be played on the video playback monitor. Also shows that kicks can fail and be 'no good'.

**Technical Specifications:**

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**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTES**

**1** Using the 'drag/throw' handle built into every video content screen, the user continuously 'drags' the content onto the field. On drag, a smaller copy of the content image is created and that copy is what moves across the field. The system considers the copy content image ready for the kicking process when it has fully covered up the center mark on the field (here an 'X', in design the AT&T sphere logo). Only video content can be kicked for a field goal.

**2** Setting object up for kicking position. When the video object covers the center field mark, an image of a football appears underneath the entire object (here shown in brown), as well as left and right handles (in blue) and an angular/force handle (shown in green). User then see a prompt giving directions on how to move the ball object (callout in black - displayed in correct direction back to bench that dragged the content).

With one touch, users are allowed to drag the ball/video content left or right only along the chalk line using the blue handles. The ball is allowed to move anywhere between the hash marks on either side of center (solid blue lines).

Then with a second simultaneous touch the user moves the angular/force handle both in an arc and in/out from the center point of the ball to determine both the angle of the kick and the 'force' by which it is kicked (the farther away the arrow ends from the ball, the 'stronger' the ball is kicked). Users must have one touch constantly on the ball or the left/right handles for the system to recognize a touch on the angular arrow to start an angular/force move. The maximum position of the arrow is represented by the solid green arc. At the end of the angular/force gesture, the angular/force arrow changes from perpendicular to the chalk line to the new position indicating angle/force.

Upon completion of a successful angular/force arrow movement, the content image is replaced by a button indicating the ball can be kicked (see note 3).

**3** Object in ready state to be kicked. Users must have moved the ball left/right off the center mark or moved the angular/force arrow for the system to recognize that the ball can be kicked

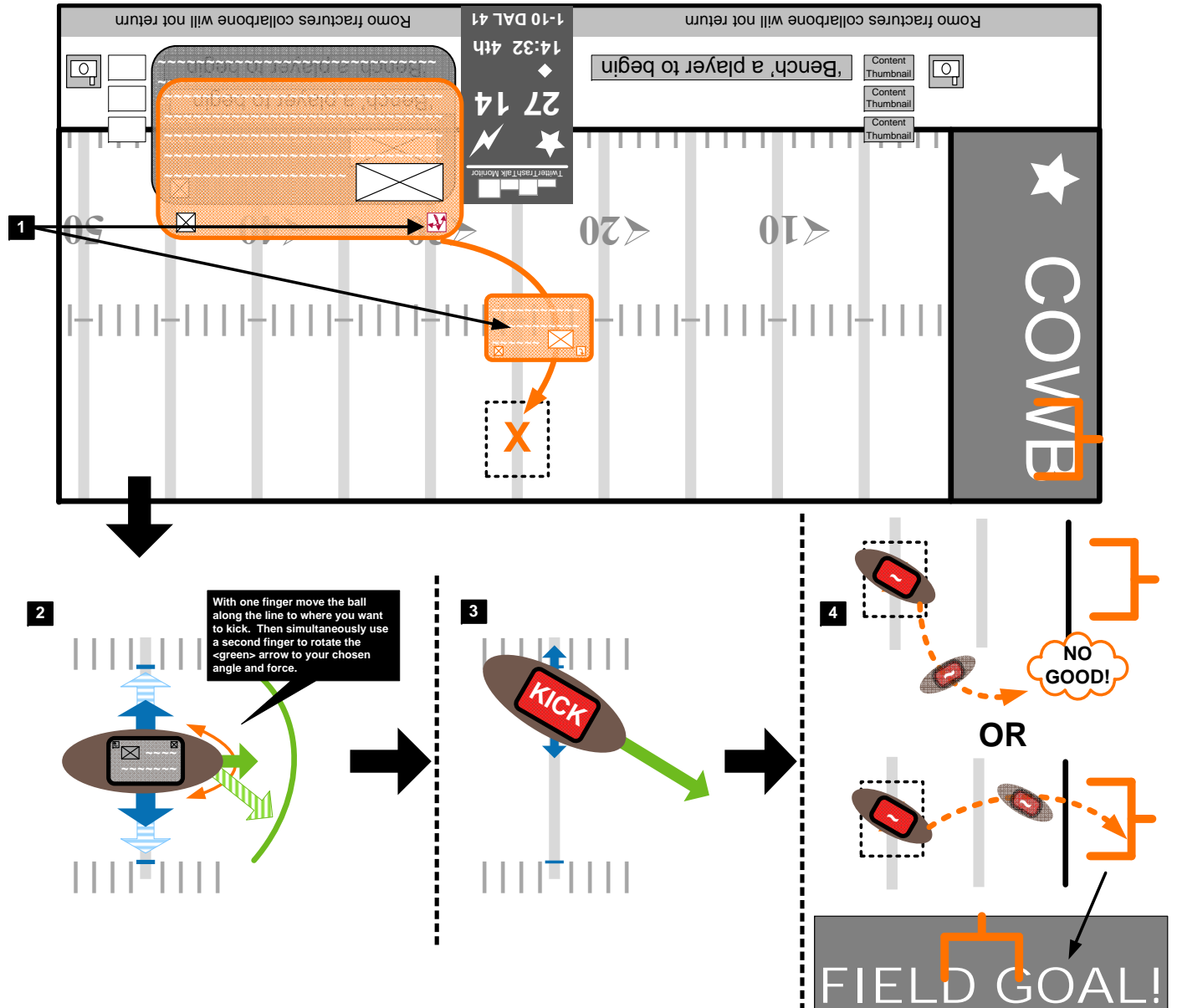
Users can reposition the ball as many times as they like. Starting a repositioning movement swaps the 'kick' button back to the content image thumbnail as in note 2.

Users the touch the Kick button to 'kick' the ball.

**4** Kicked ball motion. After touching the Kick button, the ball moves in an animation towards the goal post. Depending on ball's left/right position and angular/force position when the kick button is touched, the system determines if the kick will be successful.

If the kick is unsuccessful, the ball bounces somewhere short of or left/right of the goal posts, and an animation plays at the point where the ball lands saying the kick is 'No Good'. The ball and video content disappear and the video will not play. Kicks are also unsuccessful if there is no touch on a ball that is in Note 2 state for 30 seconds.

If the kick is successful, the ball goes through the uprights and an animation plays in the entire endzone saying 'Field Goal'. The ball then disappears and the video content is then entered into the Endzone queue to be played (see 1.7).



**How to get here:**

User successfully kicks a video field goal.

**Concept/Purpose/Objective:**

Provides illustration of how successfully kicked videos enter a 'video queue' to be played. Shows the mechanics of the queue process, how a video is displayed on the playback monitor and how video control are mapped back to the kicker.

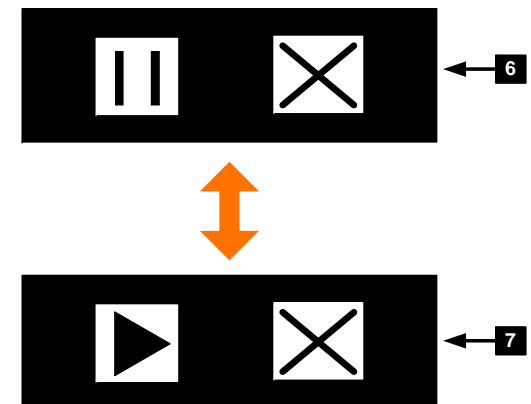
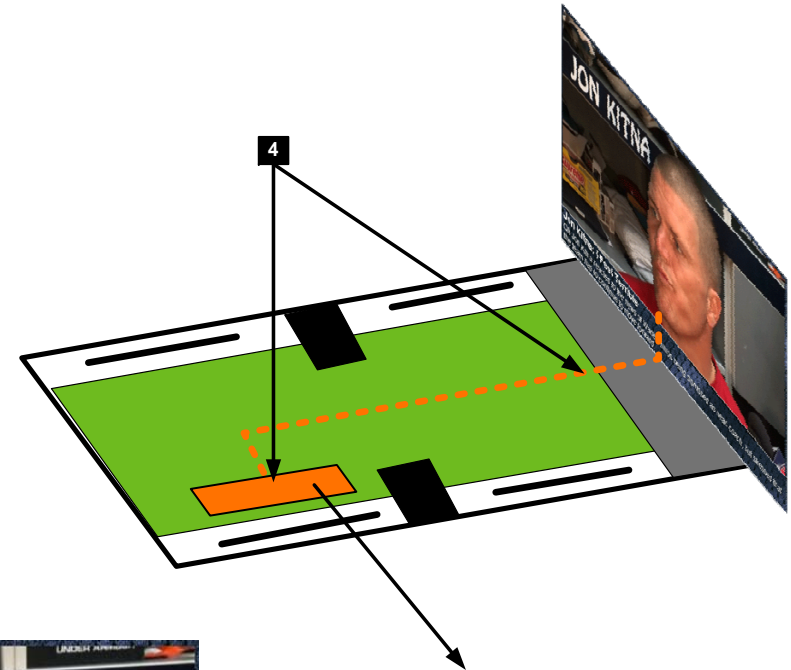
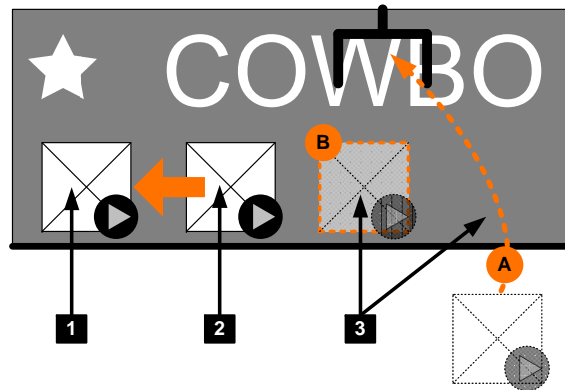
**Technical Specifications:**

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**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

**NOTES**

- 1** Successfully kicked videos that have not been played yet are shown as thumbnails in the endzone awaiting playing in a queue from left to right. The next video to be played is always furthest left. There is a maximum number of videos that can be placed in the queue (TBD by visual design) probably around 8-10.
- 2** As the next video comes up to be played on the playback monitor, its thumbnail disappears from the endzone and all remaining thumbnails in the queue move leftwards.
- 3** Process by which newly kicked videos are added to queue. Illustration A shows a video being successfully kicked through the uprights (see 1.6). Then after the 'kick is good animation' (see 1.6) a thumbnail of the video is placed in the next open spot in the cue (illustration B).
- 4** When a video is finally being played on the playback monitor, a graphical line runs from the playback monitor down on to the table and back to the bench of the user who successfully kicked the video field goal, providing that user the video control module to control playback (see note 6/7). The control module overlays that user's current navigation state and he must wait for the video to finish or cancel the video playback himself in order to return to his previous navigation. When the video completes playing, the video controller and the graphical line to that bench disappears. This entire process repeats again for each video, with the controller going to the respective bench that kicked the video.
- 5** Example of what the video playback looks like on the playback monitor. Rips video image, control indicator, headline and short description text from dallascowboys.com video content.
- 6** Close up detail of video controller. Default state is for video to start playing automatically. Touching the pause button pauses the video playback and swaps the controller into the state shown by note 7. Touching the X button cancels the video and removes the controller from the user's bench (note 4).
- 7** Close up detail of video controller in pause state. Touching the play button continues the video playback and swaps the controller into the state shown by note 6. Touching the X button cancels the video and removes the controller from the user's bench (note 4).



**How to get here:**  
Default state upon power on or if no touch has been registered on the entire touch area for more than 5 minutes.

**Concept/Purpose/Objective:**  
Provides illustration screensaver mode for the table

**Technical Specifications:**  
ALL PAGES ARE DESIGNED FOR 1920x1080 RESOLUTION at 72 dpi.

**Note:** Graphical elements, such as colors, button shapes and pixel widths, indicate functionality only and do not indicate branding choices.

NOTES

**1** Animation composed of AT&T branding element in movement resembling teams of players executing a football scrimmage. Some large elements can have call to action to touch screen to begin. Animation should extend spatially continuous across touch table into orthogonal video display monitor.

**2** At regular intervals (every 5 minutes for example) the orthogonal video monitor will play back the live feed from the stadium field overhead video board. This feed should execute for approximately 1 minute and then return to the state in Note 1.

This screensaver (AT&T branding elements + cut-in of stadium video board) also appears on the orthogonal video display monitor during regular main touch screen interaction when there are no videos in the Endzone video play queue (see 1.7)

