

# Ready to Go Global — **NOW**

**In the incredibly photogenic and telegenic San Francisco Bay Area, the world's leading broadcasters, print and interactive journalists will find state-of-the-art facilities and services awaiting them in 2012—all supported with an efficient transportation network linking the MPC, the IBC and the venues to conveniently located accommodations.**

For 99% of the world's populace, the Olympic Games are essentially a media experience. The IOC reported that more than 3.7 billion people saw some of the broadcast from Sydney 2000. That number is projected to rise again for the next Games, which is why the IOC grants 20,000 accreditations to the media and why host cities provide the best facilities possible to the journalists who define the Games for the world. For the 2012 media plan, San Francisco pulled together a team of experienced Olympic broadcasters and print journalists to ensure that every detail of the operational plan was perfectly aligned with the needs of the host broadcaster, the television and radio rights holders and the print and interactive teams who cover the Games.



Main Press Center, Moscone Center

**"The key to a successful IBC is early access to a massive space with adequate power. The NASA Hangars at Moffett Field exceed all requirements in a space that will be available four years before the Games."** —James Oshust, Director of Broadcast Operations, Salt Lake 2002



International Broadcast Center, Moffett Field

**IBC** The International Broadcast Center (IBC) will occupy more than 600,000 square feet in the massive enclosures of Moffett Field’s historic dirigible hangars. Thought to be the largest freestanding structures in western North America, the hangars provide an ideal space for the host broadcaster and all rights holders. The key advantages of this plan are availability and power. They are available now, providing the host broadcaster the time advantage with early access—years out, not months. Close to the Olympic Village at the center of *The Ring of Gold*—and the Olympic Stadium at Stanford’s Olympic Park—the IBC offers convenient proximity to a wide array of media hotels—plus the media Village for 4,000 at Stanford. Surrounded by acres of parking and staging areas, the hangars will be renovated to IBC specs by 2008 and turned over to the broadcast operations four full years prior to the Games.

**MPC** The Main Press Center (MPC) which San Francisco designed in consultation with the Director of Press Operations from Salt Lake 2002, will occupy more than 400,000 square feet in the Moscone Center, a world-class convention center that will also host four sports and be served by a dedicated transportation system. It is located in downtown San Francisco, within blocks of a number of hotels that will serve the media. Its meeting halls are equipped with the best technology available today—a requirement of the numerous Silicon Valley hi-tech shows hosted here. Competition results will be delivered to any device a journalist requests from an adjustable menu—from wireless PDAs to cell phones or desktops—via 80-122 technology.

**SF 2012**  
By The Numbers:

Number of workstations in MPC:	800+
Existing square feet in MPC:	400,000+
Existing square feet in IBC:	600,000+
Global television audience Sydney 2000:	3.7 billion

# San Francisco 2012— **FIRST INTERACTIVE GAMES**

**As the global technology leader, the San Francisco Bay Area will give the USOC a distinct and unchallenged competitive advantage in bringing the Olympic Games to the U.S. in 2012, and through its plan to stage the first truly interactive Olympic Games, it will unite the world in unprecedented, interactive scope.**

Delivered through the innovative San Francisco 2012 *MyOlympicGames* portal, these interactive Olympic Games will create the most extraordinary and inclusive participatory experience in Olympic history and leave an enduring legacy of technology skills, experience and tools to benefit the Olympic Movement—for athletes, officials, the Olympic Family, media, future organizing committees and spectators around the globe.

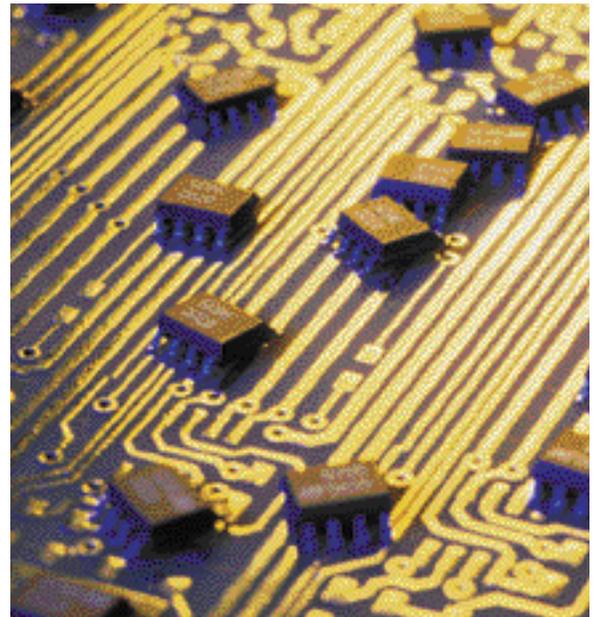
San Francisco 2012 will marshal the vast technical, managerial, entrepreneurial and financial resources of the San Francisco Bay Area to provide technological capabilities that today are envisioned only in the research labs and imaginations of Silicon Valley innovators.

Utilizing the existing communications infrastructure in the San Francisco Bay Area that thousands of organizations and millions of people rely on every day, San Francisco 2012 will provide personalized portable or stationary devices to members of the Olympic Family, devices that are channel-specific for each group, country, or organization. These devices, along with hundreds of millions of other computing devices around the world, will be used to interface with *MyOlympicGames*, through which all information related to the 2012 Olympic Games will be accessed, unique to each member's role.



**"MyOlympicGames will provide unprecedented support and flexibility to Olympic athletes, organizers, media, volunteers and officials as they prepare for the 2012 Games. It will revolutionize Olympic technology systems and provide an enduring legacy for the Olympic Movement."**

—Bill Schlough, Vice President and Chief Information Officer, San Francisco Giants,  
BASOC Technology Theme Team Leder



The Tech Museum of Innovation in San Jose, Capitol of Silicon Valley

*MyOlympicGames* will make schedules of all kinds, results, maps, video and global communication instantly and easily accessible anywhere, any time. Information offered to all users of *MyOlympicGames* will be determined by pre-established preferences and security codes programmed into the system. *MyOlympicGames* will also serve as the gateway to the Olympic Games' management system, through which all of the diverse systems needed to operate the Games will be provided. Smart-card technology will drive a number of systems, from accreditation to ticketing to transportation management to security.

## **The San Francisco 2012 technological vision is anchored by three overriding, fundamental concepts.**

### **1—Make It Interactive**

The *MyOlympicGames* portal will provide a personalized, interactive and converged experience for all participants, including more than 3 billion worldwide spectators who will participate in the Games through technology.

### **2—Leverage and Leave a Legacy**

San Francisco 2012 will build on the technology developed by Athens and Beijing to expose athletes, media, the Olympic Family and fans from all over the world to technology that they have never before seen and provide them with firsthand experience and training at the Olympic Village; at the IOC, IF and NOC hotels; and at the MPC and IBC.

### **3—"It's Gotta Work"**

The technology implemented for the 2012 Olympic Games will be tested and proven by the best technology experts in the world in the years leading up to the Games.

# TELECOMMUNICATIONS Infrastructure

The San Francisco Bay Area, with Silicon Valley at its heart, is home to the world's most advanced telecommunications infrastructure, as well as a large number of the world's leading companies in the fields of telecommunications research, development and manufacturing. Driven by economic opportunity and competition, current technology and planned improvements will vastly exceed the requirements of the 2012 Olympic Games. Communications providers will continue to move rapidly to deploy leading-edge platforms, capabilities and services.

Security is clearly a key requirement for the communications system that supports the Olympic Family and organizers. The identity, location, movement and plans of Olympic Family members are of paramount importance to the overall security of the Olympic Games. Leading-edge communications security, particularly for wireless communications, incorporates advanced techniques: data scrambling, frequency hopping, encryption and others. San Francisco Bay Area companies also lead the world in development of new security technologies, some already used in the Salt Lake 2002 Olympic Winter Games. The San Francisco 2012 plan incorporates the use of these technologies, in their most cutting-edge implementations, to ensure the safety and privacy of Olympic Family members.

San Francisco will break new ground in the use of technology, including a pervasive, high-speed network—a true communications utility, comparable to current utilities for electricity and water. Users of *MyOlympicGames* will be able to retrieve exactly the data they require or desire, customized to their individual needs. Systems and content will be provided in English and French, with the ability to translate as needed into all major world languages.

SF 2012  
By The Numbers:

Percent of U.S. Internet traffic originating/terminating in Bay Area:	40%
Percent of world Internet traffic originating or terminating in Bay Area:	30%
Pacific Bell fiber-optic cable in the Bay Area/miles	250,000
Pacific Bell fiber-optic cable in the Bay Area/sheath miles	5,000
Telephone switching centers in the Bay Area:	171 (100% digital)
DSL coverage area:	80%



Graduates of Stanford University, at the center of Silicon Valley, have created and led some of the world's leading technology companies, such as Hewlett-Packard, Sun Microsystems, Cisco Systems and Yahoo.

**The San Francisco Bay Area is the global leader and focal point of the communications revolution that is profoundly transforming how people live and work. By making communications faster, easier and much more powerful, this revolution is connecting people around the world. SF 2012 will advance the Olympic ideal of unity and the San Francisco 2012 theme of *Communitas* across national borders through technology.**