



SUPER BOWL 50  
HOST COMMITTEE

**FOR IMMEDIATE RELEASE**

## **Super Bowl 50 Host Committee Announces *Fan Energy Zone* Powered by SAP**

**Exhibit to be Centerpiece of Super Bowl City Presented by Verizon,  
Showcase the Bay Area's Innovation and Technology**

**SAN FRANCISCO** – Today the Super Bowl 50 Host Committee unveiled one of its prime fan experiences, the *Fan Energy Zone* Powered by SAP. To be centered in the heart of Super Bowl City presented by Verizon in San Francisco, the *Fan Energy Zone* celebrates the Bay Area's leadership in technology and innovation, and will showcase the latest in interactive gaming, social media and data visualizations.

"The Bay Area is the epicenter for innovation, creativity and technology, so what better way to introduce fans to our region than by building the most interactive fan experience ever," said Keith Bruce, CEO of the Super Bowl 50 Host Committee. "Our partnership with SAP will allow fans to step into the action on the gridiron and experience the game in new and socially-connected ways."

The *Fan Energy Zone* will include three different but interlinked areas: the Fan Dome, the Fan Wall and the Fan Stage.

In the 40 foot tall **Fan Dome**, fans become players as they step into interactive games. Fans play as digital avatars on giant screens and their movements are replicated by motion sensors that light up the Fan Dome.

The **Fan Wall** is a 50 foot wide video wall that will capture the visual and virtual excitement of Super Bowl City. It will display the leader boards and stats from the Fan Energy Zone games, user-generated content, social media visualizations and live video feeds from around Super Bowl City.

The **Fan Stage** will be the "live" area of the Fan Energy Zone, serving as a presentation space for community partners, celebrity appearances and autograph signings, and the main space for the DJs and MCs.



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In a break from tradition, Super Bowl City will be open for an extra weekend this year, providing many local residents the opportunity to experience the excitement of Super Bowl 50. Both Super Bowl City and the NFL Experience Driven by Hyundai will open Saturday, January 30 – with the day’s activities topped off by the official re-lighting of the iconic Bay Lights on the Willie L. Brown, Jr. Bay Bridge.

**About Super Bowl City**

Super Bowl City presented by Verizon will be a, free-to-the-public fan village designed to celebrate the milestone Super Bowl 50. Located in San Francisco, Super Bowl City will feature showcase the best the Bay Area has to offer, with interactive games and activities that highlight the region’s technological prowess, culinary excellence and cultural diversity, as well as celebrate Super Bowl 50 and the Bay Area’s place in professional football history. Along with the NFL Experience, it will be the hub of fan activities for Super Bowl 50 from Saturday, January 30 through Sunday, February 7, 2016.

**About the San Francisco Bay Area Super Bowl 50 Host Committee:**

Working in partnership with Bay Area public officials and the NFL, the San Francisco Bay Area Super Bowl 50 Host Committee is responsible for Super Bowl 50 and its celebration elements, including the Super Bowl Village, public exhibits and planning of game day logistics. The Host Committee seeks to make Super Bowl 50 the most giving ever, and is investing in Bay Area community initiatives and high-performing nonprofits through the [50 Fund](#), its signature philanthropic fund. To be hosted in the state-of-the-art Levi’s® Stadium in Santa Clara in 2016, Super Bowl 50 will be celebrated through a series of events that showcase all the Bay Area has to offer. For more information, visit [www.sfbaysuperbowl.com](http://www.sfbaysuperbowl.com).

**About Super Bowl 50**

The Super Bowl is America’s number one watched television program and culminates the NFL football season. Super Bowl 50 will be played at Levi’s® Stadium in Santa Clara, CA, home of the San Francisco 49ers. For the first time in Super Bowl history, the game will be branded with the Arabic numeral 50 instead of the Roman Numeral “L.” For more information, visit [www.nfl.com/superbowl/50](http://www.nfl.com/superbowl/50).

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