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Thanks for choosing to Learn to Play the AXIA Way.

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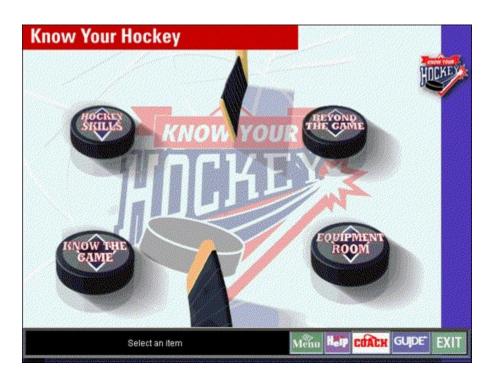
Beyond the Game

Beyond the Game

If you would like to know more about us, click on one of the topics of interest below:

- Axia Multimedia Corporation
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Main Navigation Screen



Know Your Hockey is two products in one: **SKILLS** and **THE GAME**.

In **SKILLS** you get:

Hockey Skills: Allows you to learn about individual defense and offence skills using Axia's 'Skills Sequencer', part of Axia's proprietary and patented learning systems.

Beyond the Game: Presents principles of fair play, reasonable expectations, etc. for players, coaches, parents.

Then, when you're ready, you can unlock the power of **THE GAME**, which includes:

Know the Game: Offers basic and advanced information about player 'Roles', 'Goals', 'Using Your Skills', and 'Team Play'.

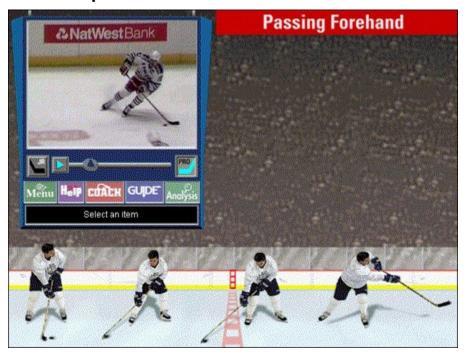
Skills Analyzer: NHL footage lets you analyze and practice decision-making. Plus, you get 17 additional advanced skills, with video analysis from different camera angles and the ability to view differences between similar skills.

Equipment Room: Gives you an opportunity to learn about the proper sequence

of dressing for hockey and other detailed information about equipment in a fun and interactive environment.

Exploring is easy: A navigation bar is found throughout the program which gives you quick access to the **Main Menu**, a program **Guide**, instructional **Audio** from <u>Craig Simpson</u>, the **Help** section, and **In Depth Analysis**.

Skills Sequencer



Clicking on the **Hockey Skills** area from the **Main Menu** takes you to the **Hockey Skills** section where you have access to the 'Skills Sequencer'. Here's how the Skills Sequencer works:

When in the 'Skills Sequencer' mode, each key Skill Area is broken down into easy to follow step-by-step instructions. You can use this powerful multimedia tool to:

- Get a description of each step in the sequence of a particular hockey skill.
- Review each individual step and view how sequential steps flow together in proper progression.
- Manipulate video backwards and forwards to match the Announcer or Coach audio for the skill being played.
- View each skill as demonstrated by a Junior (JR) or a Pro (PRO).

Clicking on the bottom player icons displays step specific video and a **DETAIL** card with a still image of the step and textual information on the back. To access the text, click on the bottom right corner of the **DETAIL** card. You'll also have access to **Guide** audio describing the correct way to perform the selected step, and **Coach** <u>Craig Simpson</u> audio providing the reasons why the selected skill is important.

Goaltending Skills



Clicking on the **Hockey Skills** area from the **Main Menu** takes you to the **Hockey Skills** section. Select Goaltending from the Hockey Skills submenu. Here's how the Goaltending section works:

When in the Goaltending section, each key Skill Area is presented from the most effective camera angle. You can use this powerful multimedia tool to:

- Get a description of each Skill Area of goaltending.
- Manipulate video backwards and forwards to match the Announcer or Coach audio for the skill being played.
- View each Skill Area as demonstrated by a Junior (JR) or a Pro (PRO).

Clicking on the bottom player icons displays step specific video and a **DETAIL** card with a still image of the step and textual information on the back. To access the text, click on the bottom right corner of the **DETAIL** card. You'll also have access to **Guide** audio describing the correct way to perform the selected step, and **Coach** <u>Craig Simpson</u> audio providing the reasons why the selected Skill Area is important.

Skills Analyzer - Using The Analyzer



When you order **THE GAME**, you get the **Skills Analyzer** mode, which allows you to explore each Skill you learned in the Skills Sequencer in even more detail.

When you enter the **Skills Analyzer** mode, video of the skill being explored will automatically play in the left window. In the right window, you will find a still image along with a detailed **Guide** audio description of the same skill. You can manipulate the video backwards and forwards by using the mouse cursor to drag the progress button on the bar beneath the video window while listening to Audio play in the other window. This offers an extremely powerful way to learn. You have complete control over which portions of video and audio you want to view and hear.

Skills Analyzer - Navigation

Along the left side of the screen you will find **Skill** areas within the game of hockey (i.e. Forward Skating, Backward Skating, Pivoting, etc.)

The lower left and right hand boxes each provide a list of **Variations** for each Skill. Each box controls the content for the presentation window immediately above it.

Down the center of the screen you will see icons for different **aspects**. Each offers an opportunity to view skills and variations in a number of different ways.

Guide lets you hear the detailed audio description of the Skill Variation.

Coach gives you the explanation of why the selected Skill Variation is important to learn.

1st Camera Angle shows the video for the chosen Skill Variation from the front.

2nd Camera Angle shows the video for the chosen Skill Variation from the side.

Pro is a video montage of advanced players performing the skill.

Kids is a video montage of young players performing the skill.

The right side of the center buttons controls the content in the right presentation window. The left side of the center buttons controls the content in the left presentation window.

Link allows you to link and unlink the specific Skill Variations viewed in each presentation window. For example, when the windows are linked, you can view the **1st Camera Angle** in the left presentation window and the **2nd Camera Angle** in the right presentation window for the same Skill Variation (i.e. 'Slap Shot'). When the windows are unlinked, you can look at the same or different aspects of different Skill Variations (i.e. 'Slap Shot' in one window and 'Wrist Shot' in the other).

A+V allows you to toggle audio on or off.

Where there is more than one example of a Skill Variation, you will see a bar that indicates **1 of X** pages. Click on the right or left arrows to move between examples.

Clicking on Main Menu takes you back to the Main Menu.

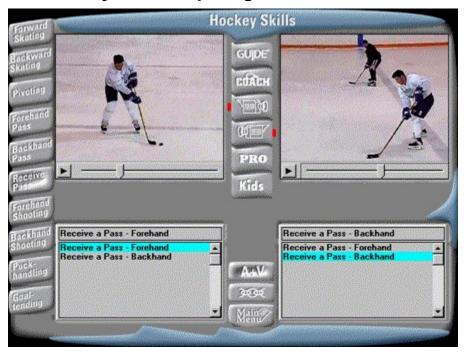
Skills Analyzer - Comparing Video Angles



Within **THE GAME**, different *aspects* of each Skill Variation can be explored in the 'Analyzer' by clicking the buttons down the middle of the screen. In this example, the 'Forehand Shooting' Skill is selected and 'Wrist Shot' is the example chosen for both screens. The left presentation screen shows the **1st Camera Angle** aspect of the 'Wrist Shot' while the right screen shows the **2nd Camera Angle** aspect of the 'Wrist Shot'.

When used this way, it's possible to compare different aspects, in this case two video angles, of the same 'Wrist Shot'.

Skills Analyzer - Comparing Different Skills



Within **THE GAME**, the **'Skills Analyzer'** can be used to compare different Skill Variations within a particular Skill area. For instance, the screen above shows different Variations of 'Receiving a Pass'. In the left presentation window is an example of one Variation ('Receiving a Pass – Forehand') and another in the right ('Receiving a Pass – Backhand'). This, too, is a powerful way to learn. It helps you come to understand the sometimes subtle, yet important, differences between very similar things. In this case, 'Receiving a Pass – Forehand' and 'Receiving a Pass – Backhand'.

Know the Game - Roles and Goals



When you order **THE GAME**, you get the **Know the Game** section, which is divided into four areas: **Roles**, **Goals**, **Using Your Skills**, and **Team Play**. Each can be accessed by selecting one of the four hockey sticks in the bottom of the **Know the Game** screen.

Know the Game - Roles

Roles provides specific information about the roles and responsibilities of each player position in the Defensive, Neutral and Offensive Zones.

<u>Craig Simpson's</u> **Audio** descriptions of player roles can be heard by clicking on the players on the ice or from the list found within the **Roles** menu on the right side of the screen.

Know the Game - Goals

Goals describes the 'Golden Rules' about the Defensive, Neutral and Offensive Zones and other special areas of the ice such as the Danger Zone and Right / Left Boards.

Know the Game - Using Your Skills



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Know the Game - Using Your Skills

Using Your Skills applies individual skills in commonly encountered one-on-one game situations (Face Offs, Attacking the Net, etc.). This is the first application of individual skills to Team Play. **Coach** descriptions of these common game situations can be heard by selecting any of the items from the list on the right side of the screen. Guide provides the 'How To' details of each Skill.

Selecting **Analysis** in the navigation bar opens **In Depth Analysis** of Using Your Skills. Here you will find videos of the skills applied to common game situations, more **Audio** descriptions and **Coaching** tips by $\underline{\text{Craig Simpson}}$.

These different 'levels' are targeted at more experienced players / coaches and will challenge you and increase your depth of learning.

Team Play

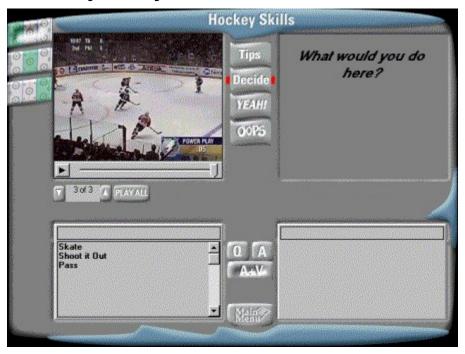


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Know the Game – Team Play

Team Play shows you how you can apply the individual Skills you've learned to real game situations through a natural progression. Using the Defensive, Neutral and Offensive Zones, Team Play helps you learn when it is best to pass, skate, or shoot. Clicking on Analysis provides in depth audio and video information about the key principles of team play in real game situations.

Team Play - Analyzer



When you order **THE GAME**, clicking on the **Analysis** button from the **Team Play** screen will take you to **In Depth Analysis**. Here you can test your understanding of the key principles of play. A question about a particular aspect of play is shown in the top right hand corner of the screen. You can then select an answer from the list in the bottom left hand corner of the screen. If the correct answer is chosen, you receive positive feedback. If you choose incorrectly, your choice is displayed in the top right hand window allowing you to compare what you thought the answer was to what the answer actually is. This is one of the more powerful ways for you to learn the Axia way.

The Equipment Room



As part of **THE GAME**, younger players will enjoy this innovative and fun approach to learning the proper sequence of dressing either a player or goalie for the game of hockey. Using the mouse, individual pieces of equipment can be dragged over the likeness of <u>Craig Simpson</u> to simulate the dressing sequence. The **Dress Player** function will show you the correct way to dress and then you can practice on your own.

Additional video and audio about specific pieces of equipment and how to use them safely are also provided.

Beyond the Game



The **Beyond The Game** section of the program provides information that goes beyond individual skills and rules of the game of hockey. Moving the player over any of the areas of the ice lets the learner hear about equally important aspects of the game of hockey. These include: 'Being a Team Player', 'Attitude', 'Being a Parent', and more. Beyond The Game adds another dimension to **Know Your Hockey** all too often forgotten in other programs. Parents, coaches, players and fans will appreciate this key section of **Know Your Hockey**.

Axia Multimedia Corporation

Axia is a pioneer and leading-edge developer of technology-based personal learning products. Axia's products are based on patented (United States Patent #5,449,293) recognition systems and other powerful learning tools that provide stimulating and challenging learning environments. As with other titles, Axia's Sport Series is committed to providing innovative learning environments – environments that uncover fundamental knowledge and skills. Axia is developing learning products in other areas as well. To find out more, visit our Web Site at www.axia.com/knowledge.

The Hockey Content Experts

Craig Simpson – Born in London, Ontario, Craig began playing hockey at the age of 4. He continued to play throughout his youth and turned professional following college. He played 10 season in the NHL, winning Stanley Cups in 1988 and 1990 with the Edmonton Oilers. A former 50 goal scorer and the 1990 playoff scorer leader, Craig was forced to retire from hockey in 1995 due to back problems. Craig is now the NHL analyst for FOX SPORTS NEWS and a color commentator for the NHL ON FOX. Throughout his career, Craig has been a strong supporter of minor hockey and now he brings his passion for the sport to you through Axia's **Know Your Hockey**.

Ron Mason – Ron Mason is currently entering his 19th year as Head Coach of Michigan State University's hockey team. Ron is the all-time winningest coach in college history, and his record includes an NCAA championship in 1986 as well as 17 NCAA Tournament appearances – an all-time record. He has served on the American Hockey Association Board of Directors and is a former member of the NCAA Ice Hockey Committee. Ron is also Honorary Chair of the Children's Miracle Network. Ron is passionate about teaching the fundamentals of hockey to young players and brings his many years of playing and coaching experience to Axia's KNOW YOUR HOCKEY.

Thanks also to **Aquila Productions**, creator of in-arena scoreboard presentations for their contributions to the development of this product.

Other Sport Products From Axia

Want to know more about other sports? We also offer:

Know Your Baseball: This comprehensive program is the Official Education Program for Little League. Resources include Basic, Tee Ball & Advanced Coach's Manuals, Basic & Tee Ball Player Passports, an instructional Planning a Practice video and Axia's comprehensive Know Your Baseball CD-ROM.

Know Your Soccer: Developed in cooperation with Tony Waiters, international coaching authority. Resources include a comprehensive CD-ROM and Player Passport.