

# GRAYS FORCED TO SLASH WAGE BILL

**Blue Square Premier side Grays Athletic have been forced to ask their players and staff to take a 50% pay cut.**

Athletic have been hit by the withdrawal of three major sponsors due to the credit crunch.

The club have told the players affected by the decision they are free to leave the club with immediate effect.

Chairman Mick Woodward told the BBC Non-League Football Show: "If they want to go, we will release them out on loan and tear up their deals in January."

He continued: "Some can stay and be part of the club."

"We've had a meeting with the contracted players and been totally straight with them.

"We're not going to have a situation where at the end of the season we have to tell the players we can't pay them.

"We're not going to allow this club to keep on and on to try and buy success and build up a huge bill, I'm not going to do that."

Grays are currently third from bottom of the Blue Square Premier and have picked up just one point from their last five league games.



## VIRTUAL HUB: TAKE YOUR BUSINESS SOLUTIONS AND FAN SERVICES 3D

**Since inception in 2005, Immersive Solutions has focused on the design and development of business and entertainment solutions that integrate real time 3D simulation contents for sports clubs and stadium operators. The Immersive Stadium® suite includes virtual tour of the venue, applicative modules such as 3D e-ticketing or 3D advertising management.**

It is a general trend for football clubs to integrate 3D on their website ; but Olivier Maffrand, Immersive Solutions' CEO warns "Clubs should consider such move as a sound marketing investment, and not just as a fancy and 'nice-to-have' 3D walk-through that will entertain fans two or three times on the club's web site. A genuine simulation solution is far and foremost a business solution that helps boost revenues with easy to understand ROI. Therefore the choice of the technology that supports it is of key importance". As a matter of fact, Immersive Solutions remains the sole player in Europe to offer stunning real-time 3D e-ticketing system, compliant with any ticketing management solution available on the market.

Amongst its references are Olympique Lyonnais, Grenoble's GF38, Toulouse Football Club and Switzerland's FC St-Gallen.

Latest developments will be presented at Soccerex (November 23-26 / stand No 210)

## Travel FC Proving a Hit

**Mobile technology is helping Manchester United fans get to the match on time**

Manchester United have teamed up with leading mobile services company mxData to launch TravelFC, a free mobile traffic and travel package to help alleviate crowd congestion and increase safety.



TravelFC provides fans with live local information including CCTV camera images of motorway and A-road hotspots, the location of approved match day car parks, and public transport information such as trams, trains and buses – all with integrating live information on delays and incidents.

In addition to easing crowd congestion, TravelFC allows Manchester United to supply supporters with recommended tourist information. This includes local hotels, pubs and restaurants as well as other points of interest.

This is the first service of its kind to available to UK football clubs and Manchester United is the first club to roll out this application. TravelFC is free to download on virtually any mobile phone. Supporters simply text 'travelfc mu' to 60070.

Phil Townsend, Director of Communications for Manchester United commented: "The huge crowds that attend games at Old Trafford create their own challenges for the transport system in the area.

"TravelFC will be an invaluable tool to help those fans who come to matches by car avoid the worst of the traffic, both arriving and leaving Old Trafford. The free download should help ensure supporters only have to stress about the game."

To download TravelFC text `travelfc mu` to 60070 or for more information visit [www.mxdata.co.uk](http://www.mxdata.co.uk)

## HOPE FOR HAMMERS

**A shirt sponsorship deal worth around GBP 4 million per year is in the works for English West Ham.**



A replacement sponsor for tour operator XL who collapsed has been found and negotiations are soon to close. An airline and an on-line bookmaker have been rumoured to be the new partner, however the club keeps remaining confidential over the deal.

The Icelandic economy has been in crisis, and this deal could ease some concerns that the club will suffer due to the fact. A major bank in Iceland, Landsbanki, fell last week costing club owner Bjorgolfur Gudmundsson a personal fortune. There has been some speculation that he would sell the club. Gudmundsson has not indicated any interest in a sale however. Some bidders have inquired about a takeover, but no official offers have been made.

The club's finances have been lightly investigated by the Premier League, and it seems that the funds are stable at this time. They do have loans with five banks, which add up to a debt of GBP 51 million.