

BREAKFAST

PRESS RELEASE

20-FOOT-LONG MISSION CONTROL CREATED FOR MAJOR LEAGUE BASEBALL



NEW YORK - MARCH 28, 2013 - For the launch of the 2013 Major League Baseball season, BREAKFAST has created a unique experience for the MLB Fan Cave in Manhattan.

Located at East 4th Street and Broadway, the 20-foot-long control panel and wall harken back to the early days of the space program. Riddled with switches, gauges, and over 30 screens, Mission Control (powered by MLB.tv) allows you to explore a massive amount of data related to each team, stadium, league and even relevant social data.

Two sets of 15 screens serve up live streams of each game from every ballpark, while a larger central screen broadcasts out live from the Fan Cave, allowing visiting players to speak with fans who will be able to join the conversation via www.MLBFanCave.com.

The best part is the 30+ toggle switches which fire off the extensive data across all the screens. Trigger "Who's There Now" to get a live update as to who's checked in via Foursquare. Select "Wind Speed" to get the live values right from the field. And of course there are many switches to dive into both live and historical stats on every team.

Mission Control is a completely custom project, everything from the skeleton of the wall itself, to the wiring and modification of every hardware and software element was designed and developed from the ground-up by BREAKFAST. It took 7 software languages and 13 APIs to gather and display all the data.

For videos and high-res images of the installation, visit <http://breakfastny.com/missioncontrol/>

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BREAKFAST specializes in creating digital experiences that utilize custom robotics and devices to bridge the gap between online and the real world. They are based in Brooklyn, NY.

For more details on this project or to schedule an interview with any of the BREAKFAST crew, please contact Michael Lipton at 860 966 4962 or lipton@breakfastny.com.