

## **St. Louis, Mo - Life at Play Proudly Announces its Selection as the Official Photo Station for the St. Louis Rams**

*Life at Play was among a number of photo service providers in the area available to the Rams. Life at Play's selection by the Rams was the culmination of the company's efforts to develop ALL of the technical requirements put forth by the Rams.*

July 31, 2014 (FPRC) -- Life at Play will be present at ALL St. Louis Rams home games and will be located at the heart of the action in the stadium at the 'Bud Light Party Zone'. In addition, Life at Play will be present at numerous Rams functions in its outreach and promotional programs throughout the year.

So far in 2014, Life at Play has represented the Rams at the 'Play60' event, the Susan G. Komen Race For The Cure, and the 'Rams Fan Fest'.

Life at Play was among a number of photo service providers in the area available to the Rams. Life at Play's selection by the Rams was the culmination of the company's efforts to develop ALL of the technical requirements put forth by the Rams.

Some of the requirements included:

- Ability to handle large number of guests
- Ability to capture demographic information (including email) without delays
- Real-time uploading of images to cloud servers
- Ability for guests to easily upload images to their smart devices in real-time and on-site
- Ability to provide on-site high quality photo printing for the guests
- Use of green screen technology for background images in addition to marketing graphics in the foreground of each photo
- Ability for the guests to share images on-site and in real-time via social media
- Ability to generate detailed demographics reports for the Rams after each event

Simply put, no other system or service provider can deliver the specification outlined by the Rams.

The Life at Play system delivers critical promotional support for outstanding clients while their guests have the time of their lives.

Life at Play is currently offering to license their proprietary system throughout the USA.

### **Contact Information**

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### **Keywords**

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[Photo Station](#)

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