



PHOTOS PROVIDED

Although only six employees are traveling to Las Vegas to help set up all of the boards and banners for Sunday's Arena Bowl, Rob Traylor, Point Imaging's Solution Consultant, credited the entire staff of 45 with the company's success.

Hobart company scores contract for AFL Arena Bowl

Point Imaging to supply graphics, banners

BY ROBIN TAYLOR TURNER
Times Correspondent

A local imaging company recently scored a touchdown when it acquired the digital imaging contract for the Arena Football League and this weekend's Arena Bowl XIX in Las Vegas.

The Arena Bowl XIX is the Super bowl of the AFL and will be nationally televised Sunday at 2 p.m. local time, said Marco Perez, the marketing manager for Point Imaging, which is based in Hobart.

"Point Imaging is extremely proud to be the official graphics supplier of the AFL," said Rob Traylor, Point Imaging's Solution Consultant who orchestrated the partnership.

"The Arena Football League is growing tremendously and gain-



Fifteen-year-old Point Imaging, based in Hobart, produced all the sponsor boards and banners for Sunday's Arena Bowl XIX in Las Vegas.

ing national exposure. The league puts on a great show. They needed a digital imaging company who could take on large projects such as the Arena Bowl XIX, the weekend concerts and the fan festivals."

Traylor explained that the company also provided the

graphics for the AFL's play-offs and other AFL events.

The company produced all of the sponsor boards on the field and banners. Traylor added that the walls to the arena are padded, and sponsors use the

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