

Pandemic results in new Pelahatchie company going worldwide

By Susie A. Wolfe

Pelahatchie resident Will Sims, formerly Human Resources Director at the Mid-South Baking Company, is one of two founders of TRU-SPOT Technologies, located on Leesburg Road. Sims and his Brandon, Mississippi, childhood friend, Gregory Proctor, got the idea for their high-tech company when they both played football for Brandon many years ago.

TRU-SPOT is an app for first down measurement in football. In addition, the app can also sell virtual seats at football games, concerts, and other events around the world. The pair is still working out details, but Sims said that their childhood dream never went away. They are seeking to launch the app in fall 2021, in time for the next football season.

"It's a thought that remained with me for forty years. The name TRU-SPOT is the only name that I've ever conceived for this dream for many years, because the name says it all... the purpose of the app," said Sims.

Proctor said the idea of an app used in conjunction with Augmented Reality (AR) features for purposes of online virtual seat purchasing was conceived

during the pandemic. Proctor, who lives and works in San Antonio, Texas, said the idea came to him as he watched each professional and collegiate sporting season cancel because of COVID-19. He said, "until social distancing restricting is fully lifted, stadiums and concert venues could utilize our technology to fill the void seats, based upon limited capacity. Our technology is fully scalable and adaptive to any situation for any largely crowded arena – worldwide."

They have a working prototype that is available for viewing on company website – www.truspotar.com + menu option + prototype. They are currently seeking the right investment funding to further define the app's AR and proof of concept capabilities.

"The idea was conceived during my senior year at Brandon High School after football practice," said Sims. "One of

the assistant coaches asked me and two other players on the team if we'd run the chains (or be part of the chain crew) for the Brandon junior high football game that evening. Being dog tired after running sprints during earlier practice, I reluctantly agreed. During the course of that football game that night, the referee called for a first down measurement. I remember saying to a teammate on the chain crew, 'During science class today, we talked about technology advancing to the point of having household robots and flying cars by the year 2000. I hope one day someone invents a way to measure first downs by a

computer or some type of laser on the field, and give the fans in the stands an opportunity to witness up close the whole spot measurement process with the official!'"

Proctor said, "Rapidly, as the pandem-

ic occurred, I discovered that being an avid NBA fan and concert goer, I would no longer be able to partake in these types of activities. Also, I begin to contemplate how the fans, team owners, and musicians/artists were going to play live without fans. Realizing the potential for lost revenue and ticket sales, we began to brainstorm how to place fans into a stadium or concert venue seat virtually."

The duo conceptualizes that, if a fan wanted to attend a Drake, Adele, or Carrie Underwood concert in Toronto, Canada, they could purchase virtual seating in any seats that they chose and have a virtual experience, just like they were there, using the Tru-Spot app.

The app is also used as a distance measurement system using machine learning, visual recognition algorithms, and a visual positioning service that can be used indoors/outdoors for purposes of establishing yardage measurement in a football game. The location and measurement technologies are used in conjunction with a mobile application device for displaying measurement results. There is also an option to add team logos, schedules, player position and stats.

For more information on Sims' and Proctor's new concept, visit www.youtube.com/watch?v=ur_RyDotGvg&feature=youtu.be.



Special to Pelahatchie News

Pelahatchie resident Will Sims and his partner, Gregory Proctor, have developed an app to measure first downs in football that also allows people to attend concerts and events around the world virtually from their homes.



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