



DARPA Urban Challenge Offers a Wealth of Media Resources News Organizations Can Cover Entire Competition Both On-Site and Remotely

November 1 Update: Times for Urban Challenge Final Event on November 3 have changed.

5:30 AM Media registration begins
6:00 AM Press briefing
7:30 AM Opening ceremony. Live webcast starts (www.grandchallenge.org)
8:00 AM Urban Challenge Event, live webcast begins
12:00 PM Satellite feed of vehicle starts, main event highlights [CORRECTED TIME]

October 23, 2007

For Immediate Release

Contacts: Don Shipley: 202/289-2001, 571/212-7492 (cell), dshipley@stratacomm.net
Justin Celko: 202/289-2001, 517/974-5529 (cell), jcelko@stratacomm.net
Jan Walker: 703/696-2404, 703/509-7506 (cell), jan.walker@darpa.mil

Hundreds of reporters from all over the world will gather in Victorville, California over the next two weeks for the 2007 DARPA Urban Challenge, and hundreds more will cover the competition from remote locations. The Defense Advanced Research Projects Agency (DARPA) is offering a full range of events and resources to help news organizations develop their stories on the National Qualification Event (NQE) and the final event.

Resources for On-Site Media

Media Tent – A fully-staffed and equipped media tent will serve as the focal point for on-site media to register, get updates on media events and announcements, and file stories from a work area equipped with wi-fi and power.

Press Briefings – As outlined in the schedule on the following page, DARPA will hold regular press briefings that will allow media to talk with authorized spokespersons, and to stay up to date on housekeeping issues.

Media Access Points – Registered media will have unobstructed views of the competition at media access points in the start/finish area and next to other portions of the course.

Jumbotron and Spectator Tent – During the final event on November 3, the Urban Challenge webcast will appear on a Jumbotron next to the bleachers and on plasma screens in the spectator tent.

Team and Sponsor Events – Several of the teams and their sponsors are planning media events and displays in the sponsor area, and information on these events will be available in the media tent.

**MEDIA COVERING THE URBAN CHALLENGE ON-SITE MUST STAY IN DESIGNATED AREAS
AND OBSERVE EVENT SAFETY REQUIREMENTS OR RISK EJECTION FROM THE GROUNDS.**

Resources for Remote Media

Regular News Releases and Updates – DARPA will be issuing regular news releases and updates throughout the competition, which will be posted on the event website and sent to the competition media list.

Event Websites – Two event websites – www.darpa.mil/grandchallenge and www.grandchallenge.org – will have regularly updated content on the competition and will serve as portals to the final event webcast.

Satellite Feeds – Satellite feeds will provide TV stations with same-day coverage of the NQE opening day and the final event.

NQE – Fri. 10/26, 2:00-2:30 PM PT, Galaxy 11, transponder 13 (KU analog), downlink freq. 11960 MHz-H

Finals – Sat. 11/3, 12:00-12:30 PM PT, Galaxy 17 KU, transponder 4, uplk. freq. 14080-H, dwnlnk freq. 11780-V

Final Event Webcast – The entire final event will be covered in a professionally hosted webcast starting at 6:30 AM PT that will feature views of the competition from a variety of camera positions.

Schedule of Competition Media Events

All events take place at the Southern California Logistics Airport (SCLA) located at the former George Air Force Base in Victorville, Calif. SCLA's address is 18374 Phantom, Victorville, 92394. All event times are PDT.

Thursday, 10/25	8:45 AM-12:00 noon:	DARPA coin presentations to teams in 100-200 pits (photo-op)
	12:30-4:00 PM:	DARPA coin presentations to teams in 300-400 pits (photo-op)
	3:00-5:00 PM	Registration at the former George Air Force Base
	5:00-6:00PM	Team leader meeting in the Event Tent

Friday, 10/26	National Qualification Event (NQE)	
	5:00 AM-4:00 PM	Media registration
	6:00 AM	Opening press briefing
	7:00 AM	NQE Opening Ceremony/photo-op
	7:30 AM-12:00 PM	Vehicle inspection and E-Stop testing
	12:20-6:00 PM	Practice area open
	2:00-2:30 PM	Satellite feed of NQE opening highlights, vehicle footage

Sat. 10/27-Tue. 10/30	NQE continues	
	7:00 AM-4:00 PM	Media registration
	9:00 AM	Daily press briefing (Note: 10/28 briefing starts at 8:30 a.m.)
	7:30 AM-6:00 PM	Robot testing

Wed. 10/31	NQE closing day	
	7:00 AM-4:00 PM	Media registration
	7:30 AM-6:00PM	Robot testing

Thur. 11/1	7:00 AM-9:00 AM	Media registration
	TBA	Announcement of finalists, press briefing to follow

Fri. 11/2	9:00 AM-4:00 PM	Media registration
	5:00 PM-8:00 PM	Kick-Off barbecue

Sat. 11/3	Urban Challenge Event	
	4:30 AM	Media registration begins
	4:30 AM-8:00 AM	Event day breakfast
	6:00 AM	Press briefing
	7:30 AM	Opening ceremony
	8:00 AM	Urban Challenge Event, live webcast begins
	1:00 PM	Satellite feed of vehicle starts, main event highlights

Sun. 11/4	8:00 AM	Recognition of finalists
	10:00 AM	Awards ceremony, press briefing to follow