



KEVIN O'NEILL / STAFF ARTIST

GAME ON *(line)*

Site brings excitement of Super Bowl to fans

Sandwiches ... check.
Chicken wings ... check.
Pepperoni pizza ... check.
Chips and salsa ... check.
Ice cold beer ... check.

Awesome Super Bowl website with facts, history, trivia, photos, video and more ... check.

Superbowl.com is a dedicated section of the National Football League's official website, **NFL.com**.



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InSites

Sports websites tend to be some of the most dynamic and well-designed sites on the Web, and this one is no exception. Sports fans are notoriously passionate about the games and teams they follow.

They crave articles, stats, pictures, videos, merchandise and anything else that makes them feel closer to the action. Superbowl.com should satisfy their needs.

Game time

The site manages to be visually active and energetic without being annoying. Bright colors, dynamic imagery and strong typography combined with a nicely paced slideshow and a live countdown ticker create an atmosphere of excitement without being overwhelming.

There's lots of content on the site, but the organization and navigation make it easy to browse through. Tabs across the top of the home page take you to various sections on the site, such as History, Visitors Guide or Tickets. Scrolling down, the page is laid out into clear-

ly labeled sections such as Blogs, News, Photos and more.

A large slide show dominates the top of the page. Clicking on an image in the show takes you to a page with the featured content. One of the featured subjects is Ranking the Super Bowls. The section features recaps of all 45 previous games ranked in order from the most exciting game, the Steelers 35-31 win over the Cowboys in Super Bowl XIII, to the biggest blowout in Super Bowl history, San Francisco's 55-10 thumping of the Broncos in game XXIV.

Get in the game

There are plenty of opportunities on the site for fans to join in the action. The Road to the Super Bowl tab features an interactive look back at the entire season. Pick any week of the season and click on the game you want to review. You can read a recap of the game and watch video highlights of the big plays.

The Trivia tab opens a fun, interactive game that tests your football knowledge. You pick the type of play you want to run and it gives you a question with a difficulty level that matches your call. For instance, a rushing play is the least difficult while a Hail Mary is considered expert level. If you answer correctly, you pick up yards, with more yards for more difficult questions. If you're wrong, you lose a down and possibly yards. The play clock starts when you choose a play, so you have to answer quickly.

The History tab features all of the previous Super Bowls. All the

vital statistics for the games are presented, along with a recap of the game. The most valuable players are featured with a recap of their exploits. The more recent games include photo galleries, videos and online discussions for site members.

Game over

For fans who only will be able to follow the game online and on television the site has schedules and articles on the all pregame activities and halftime shows, as well as kickoff time and channel information for the game. There are video interviews with players, coaches and sports analysts. Numerous blogs carry the opinions of all the "experts."

If you're one of the 1 percenters who can actually afford to go to the game (the cheapest face value tickets start at over \$2,000) there's lots of information to help you plan your trip. You can purchase these over-priced tickets directly from the site while viewing a stadium seating chart. The site also features maps, hotels, a visitors guide and parking information for Indianapolis. Of course, there's also an official Super Bowl XLVI mobile app.

I enjoy and appreciate sports, but I'm not a rabid fan. Even so, the websites for big league sports always impress me. They have the budgets and passion to really maximize the Web experience.

KEVIN O'NEILL is a graphic artist for The Times-Tribune. Contact him at koneill@timeshamrock.com with links to your favorite websites.