To whom it may concern,

As a former NFL, collegiate, and high school football coach, I am writing this letter regarding an innovation for our sport called **Armilla**. This is an excellent communication tool that will not only speed up the play of football, as the name suggests, but also reduce the mental mistakes due to poor communication.

Coaching the Minnesota Vikings, for years we had one of the most potent offensive teams in the National Football League. I can only imagine how many points we would have scored if we could have implemented **Armilla.** This innovative technology is the next step in improving the quality of performance on the field. It will make a tremendous impact in the game of football, across all sports, and offer many practical uses in the real world.

Considering the unusual times, we find ourselves in during the COVID-19 global pandemic, **Armilla** will also serve as a positive safety device in sports allowing precise communication without the entire team huddling to call the play. This social distancing concept will naturally occur using **Armilla** as this well-designed communication tool enhances the speed of the game as it improves the execution of the game, therefore making the game much more fun to play and enjoyable to watch.

Everyone loves the 2-minute drill, no-huddle offense, and the excitement of a rapid pace of play. **Armilla** brings this back to the game of football with better clarity, making sure that all players are executing the same play without slowing down to huddle or courier in the next play.

As a former athletic director and high school coach, I have witnessed first-hand excellent football played by schools with deaf student-athletes, but those teams were forced to rely on signals, claps, or sideline drums to communicate. **Armilla** replaces those outdated tools with leading-edge technology which immediately establishes competitive parity for the hearing-impaired players. What a positive use of technology!

I wrote this letter in support for the continued expansion of the use of **Armilla** from not only a football perspective and across all sports, as well as into areas where the precision of digital communication can make a positive impact in a variety of businesses and industries.

**Armilla** is designed and manufactured to be affordable for use at all levels, from youth to professional. I look forward to seeing how quickly **Armilla** technology is implemented around the world. I guarantee that we will be utilizing this technology at our NFL Alumni Academy on the campus of the Pro Football Hall-of-Fame, the birthplace of football, in Canton, Ohio.

 Sincerely and an **Armilla** fan,

 **Dean Dalton**

 National Football League Coach

 NCAA Football Coach – 4 Division-1 Universities

 National Interscholastic Athletic Administrator

 High School Football Coach/Administrator