

ROSS

Production Technology Experts

Client:

Jacksonville Jaguars

Sector:

Sports

Goal:

To immerse our fans with fantasy stats, red zone updates, Twitter, Instagram and more, as well as create and maintain a competitive home-field advantage.

Jacksonville Jaguars:

“Inception is easy to use. From the moment we took part in the demo with the Ross team, we knew that we had to have it.”

~ Carlos Caceres,
Gameday Producer for the
Jacksonville Jaguars

A Broadcast Quality Machine

About The Jacksonville Jaguars:

The Jacksonville Jaguars are an American professional football franchise based in Jacksonville, Florida. Their home stadium is EverBank Field, and they are members of the South Division of the American Football Conference of the National Football League. In November 2013, EverBank Field underwent renovations that included two end zone video scoreboards that were 362 feet long, and the largest HD LED of their kind in the world, and 55,000 square feet of HD video screens – a world record for a stadium.



The Challenge:

The Jaguars are an elite NFL organization, and when they were heading into the 2014 NFL season, they sought to revolutionize the game day experience. Their technological enhancements are unparalleled, and they currently boast the world’s largest video boards - on which they produce 8K cinematic content. Their in-house production team produces content at a resolution that is unmatched at any other venue in the world.

Jacksonville is quite the transient town, with a fair amount of older season ticket members, and an ever-growing emergence of millennials. It was as important as ever to immerse their fans with fantasy stats, red zone updates, Twitter, Instagram and more, as well as help to create and maintain a competitive home-field advantage.

The Solution:

The Jaguars researched and tested several different social media aggregators and parsers, but once they made their decision to go with a Ross Carbonite production switcher, it was an easy choice to also go with their Inception Social media management and XPression graphics systems. “It just made sense to utilize a few key products from the same manufacturer. By using Ross, the equipment talks to each other more easily, and more efficiently,” said Carlos Caceres, Gameday Producer for the Jacksonville Jaguars.



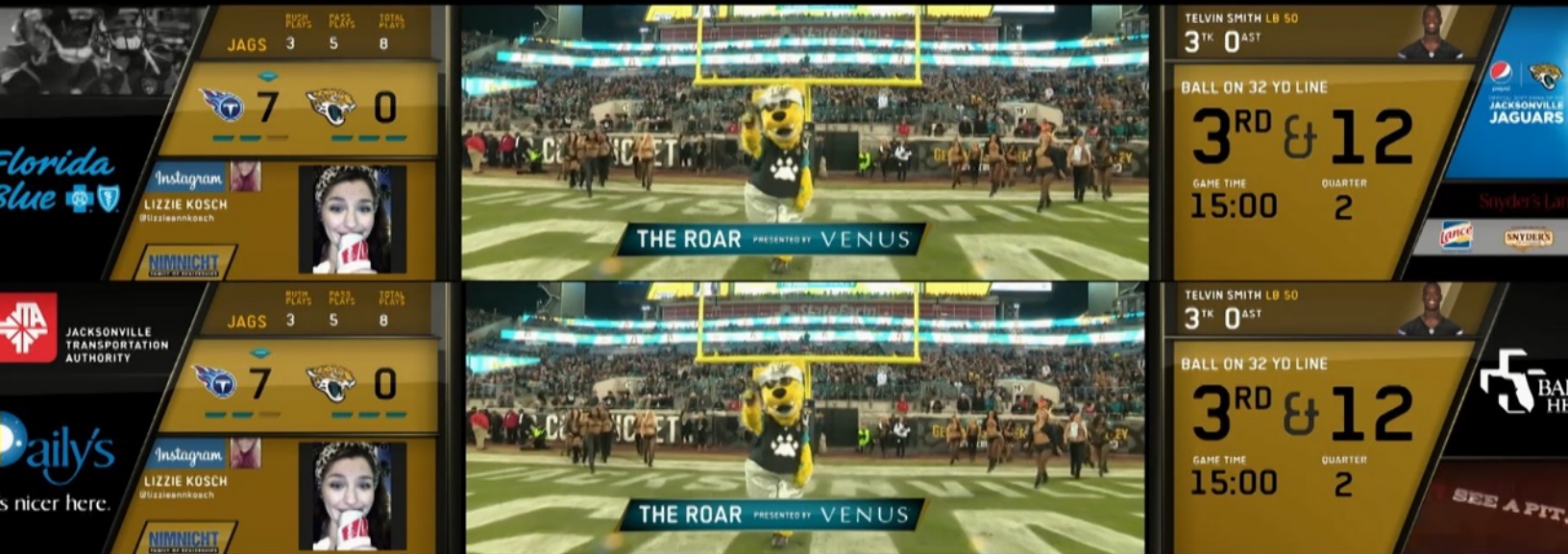
“This was one of our most well received new elements on game days. Our fans absolutely loved interacting with our new video boards, and our new social media elements. We received so much positive reaction that there was always plenty of fresh content to be displayed on the boards,” continued Carlos. “Our most popular hashtag has been #JagsGameDayLive, it broke the top ten notch on Twitter on its very first application in game.”

In addition to adding a new game day position – essentially creating a season job, The Jaguars are now far more equipped at engaging their fan base. “From the moment our fans arrive at the stadium, and begin tailgating – they can post their selfies and words of encouragement to the Jags,” explained Carlos. “Once inside the stadium, many of the fans eyes stay locked on the main boards hoping they will catch a glimpse of their post. I cannot begin to express enough how integral this new technology is to our modern show.”

The result:

“I have worked with several other services, social media aggregators and parsers over the years, and I can tell you without equivocation, that Ross Inception is the best social media aggregator, filter and publisher on the market right now. For the complex purposes of our show, it is more importantly a broadcast quality machine. This is not your everyday laptop being streamed onto our massive 8K video boards, this is a broadcast standard box, tried and tested, and up for the rigors of working in a fast-paced, live environment. It is intuitive and easy to learn.”





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