

# ROSS

Production Technology Experts

**Client:**  
Pittsburgh Pirates

**Sector:**  
Sports

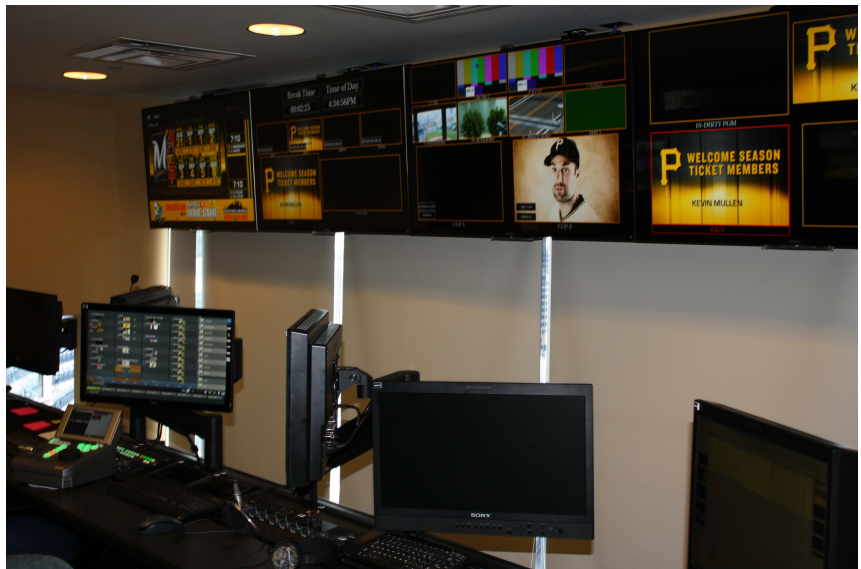
**Goal:**  
To upgrade their scoreboard graphics production as part of a new HD facility

**Pittsburgh Pirates**  
“With XPression running the show, our workflow has completely changed. With this powerful tool, we’ve been able to create something I am truly proud of.” - Matt Zidik, *Game Presentation Manager, Pittsburgh Pirates*

## Ross Enables First-Rate Game Presentation for the Pittsburgh Pirates

### About The Pittsburgh Pirates

The Pirates are Pittsburgh, Pennsylvania’s beloved MLB Team, playing in the Central Division of the National League. Their current stadium, PNC Park, first opened its doors at the beginning of the 2001 season. Situated in the heart of Pittsburgh, right on the Allegheny River, PNC Park’s aesthetic is a salute to the iconic ballparks of old that has frequently been described as nothing short of beautiful. To enhance the ballpark experience, Pittsburgh upgraded their control room to a fully HD facility prior to the beginning of the 2015 season.



### The Challenge:

The Pirates’ control room had been a SD facility since it was first built in 2001. The cost of maintaining the original systems was increasing year after year as parts aged and replacement parts were becoming harder to find, often ending in the discovery that the production of these parts had ceased. As the 2015 season approached there was no doubt it was time to upgrade to a completely HD facility.

## The Solution:

As part of this HD facility, the Pirates wanted to revamp their scoreboard production. Matt Zidik, Manager of Game Presentation was drawn to the Ross XPression graphics system for this endeavour:

“I had always heard the king in character generators was Chyron, but having never used it I took a more objective approach in my decision-making. I received multiple demos of both Chyron and XPression, but I just liked the XPression better. From an interface standpoint it just made more sense. After touring the Seattle Mariners facility last summer and seeing it in action, I was extremely excited to get my hands on this equipment and use it to it’s fullest potential.”



## The Result:

The Pittsburgh Pirates ultimately purchased five separate Ross XPression systems to run their scoreboard for the 2015 season and beyond. They utilize three XPressions to create their main scoreboard presentation, with each system sharing a burden of the show. The first handles the overall layout, the second takes care of animated lower thirds and other overlays, while the third manages transitional wipes and additional overlay graphics. The other two XPressions are used for their LBar graphics seen on their concourse televisions, one as a primary and the other as a back up.



“Our workflow has completely changed,” stated Matt “Our graphic presentations have become dynamic in a way we never could have dreamed of on the old system. Everything is dynamic and everything we display has built in motion. Our goal is to be recognized as having the best game presentation in the sports industry. With XPression driving our ship, I think we are well on our way to accomplishing that goal.”

When describing his experience with installation, Matt couldn't resist giving a shout-out to the Ross employees who were there with him every step of the way:

“I would describe your customer service as A+! The Ross people I had the pleasure of dealing with were spectacular and made themselves available at ALL hours... and believe me, I called them at ALL hours,” Matt continued. “I cannot accurately explain my gratitude to these individuals and the effort they put into making a show we can be proud of. As exceptional a production tool that XPression is, I believe the quality of Ross customer service exceeds that of their products. That is the great thing about Ross Video.”

34	BURNETT	P
19	STEWART	C
12	HART	1B
10	MERCER	2B
15	LAMBO	PH
6	MARTE	SS
22	MCCUTCHEN	LF
18	WALKER	CF
3	RODRIGUEZ	RF

PIRATES

**P** WELCOME TO  
PNC PARK

PIRATES

SUBSTITUTION  
RUNNING AT 2ND  
STARLING  
MARTE

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