

Sports Venue Success Story

TRUIST PARK (2017)

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The Braves required a solution that could power 5,771,240 pixels over 26 LED screens in and around Truist Park.

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ATLANTA GA, USA

BASEBALL TENANT | ATLANTA BRAVES (MLB)

The Atlanta Braves are a Major League Baseball (MLB) franchise with a storied history, having moved to Georgia in 1966 after relocating from Milwaukee. When MLB first introduced divisional play in 1969, the Braves competed in the National League (NL) West division before moving permanently to the East division in 1994 because of a strike-shortened season.

Today, the Braves' home is Truist Park, a modern ballpark located in Cobb County, ten miles northwest of downtown Atlanta. The Braves' first regular-season home opener in their new park took place on Friday, April 14th, 2017, with 41,084 fans in attendance. Truist Park is considered the centerpiece of the surrounding \$400 million entertainment district, The Battery Atlanta.

THE CHALLENGE

Before moving to Cobb County, the Braves struggled with low attendance for years at Turner Field in downtown Atlanta. The old stadium had a variety of access issues, and the lack of nearby amenities did little to encourage fans to attend games and to stay after the final pitch. To solve this, the Braves elected to build a new stadium within an exciting mixed-use development which included an entertainment district, complete with restaurants, bars and condominiums.

The Braves released the first set of stadium renderings on May 14th, 2014, and the drawings featured an impressive 32 LED displays and several mechanical devices within the park and the surrounding district. To make their vision a reality, the Braves needed a unique Venue Control System to seamlessly trigger all displays and devices and to integrate closed captioning and emergency messaging. The system also needed to include a 24/7/365 scheduling application and a new Production Control Room to drive the various display applications.

THE SOLUTION

Due to a long-standing relationship between Ross and the Atlanta Braves, when it was time to outfit the new Production Control Room at Truist Park it came as no surprise that a Ross Solution was selected. A few months later, Ross launched the XPression Tessera graphics designer and controller during the NAB 2016 Keynote presentation and the Braves were blown away with the enhanced offering. Scott Cunningham, Director of Production with the Braves, approached the Ross team to discuss using Tessera as a solution for LED Display Control. As a result, Ross partnered with the Braves on the implementation of the first Unified Venue Control Solution in Major League Baseball. The core Ross components of the Production Control Room include:



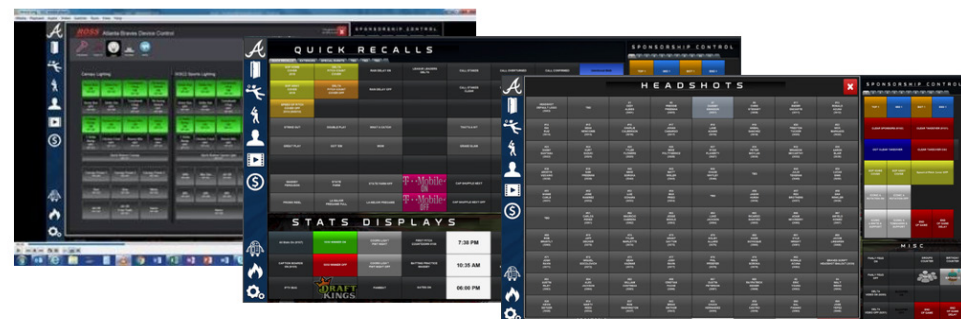
An Acuity Production Switcher anchors the state-of-the-art Production Control Room.



The LED baseball and iconic spinning "A" are controlled by DashBoard and greet fans upon arrival.

Custom DashBoard control panels are used to seamlessly drive a variety of displays and devices including Tessera Engines, four high-pressure water cannons, a giant mechanical sign, field and accent LED lighting systems, an LED tomahawk lighting fixture, and audio playback. To handle the 24/7/365 scheduling needs, a custom scheduling application was developed to run on DashBoard.

Content for all 32 LED screens are rendered in real-time and are pixel-accurate using eight channels of the XPression real-time motion graphics system. On the Display Control side, the components include:



Examples of the original custom DashBoard panels.

THE IMPACT

Scott Cunningham, VP Fan Experience – Atlanta Braves

"Ross has given us the creative edge needed to raise the bar in the Professional Sports Game Presentation industry, while driving new efficiencies through tools like 3D rendering on-the-fly and the DashBoard control systems. But one of their greatest strengths lies in the quality of their customer service. We are very happy with our decision to go with Ross for our workflow solution!"

ARTICLES, TESTIMONIALS & REELS

[TV TECHNOLOGY ARTICLE \('BravesVision' Comes to New Park\)](#)

4 [SVG ARTICLE \(Atlanta Braves' SunTrust Park Takes Shape With Plenty of LED, Hybrid IP Workflow\)](#)

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