

ROSS

Production Technology Experts

Client:

Sports Authority Field at Mile High - Home of the NFL's Denver Broncos

Sector:

Sports

Goal:

To enhance their game day productions on the scoreboard.

Sports Authority Field at Mile High

"we ended up with Ross for a number of reasons. Pricing was great, but most of it was on functionality. It really fit what we do on a day-to-day basis."

~ Pat Jordan,

Director of Broadcasting

Integral, Intuitive & Interoperable

About Sports Authority Field at Mile High:

Sports Authority Field at Mile High is the home of the NFL's Denver Bronco's. Built in 2001, it hosts approximately 300 events per year and has a seating capacity of approximately 76,000 people. We recently caught up with Pat Jordan, Director of Broadcasting, and Jeff Meyer, the Technical Director on Broncos game day, to discuss how Ross Video helped enhance their productions.



The challenge:

Sports Authority Field at Mile High was built in 2001 and was using the same scoreboard control room technology up until 2012, so with a control room that was 11 years old, many of their products were facing end of life issues. The scoreboard is integral to the game day experience: it shows the proper information related to the game, displays sponsorship messaging, and shows motion graphics that entertain the always sold out crowd of 76,000 people.

In 2012, to address the end of life issues, they purchased a Ross Video Vision production switcher and BlackStorm playout server. But, in 2013, stadium management decided to conduct major renovations to upgrade the stadium's audio-visual capabilities, which meant that the video displays, sound systems, and scoreboard control room would all be revamped.

Pat, Jeff, and the rest of their team were searching for a comprehensive solution that has an intuitive user experience and is interoperable with their Daktronics scoring system and their Spider compositing system.



They decided to purchase two Ross Video Vision production switchers with 6MLE's each, along with two BlackStorm playout servers with two channels, and two XPression graphics systems. As Pat said, "we ended up with Ross for a number of reasons. Pricing was great, but most of it was on functionality. It really fit what we do on a day-to-day basis."

Jeff continued: "We do a lot of scoreboard productions, and we have multiple zones on the scoreboard. One of the great things about the Vision is that we have 6 MLE's, so I've got plenty of space to create effects. One of the things I do is content creation. I can understand end to end, how to take something and place it exactly where I want on the scoreboard, with BlackStorm and Vision being the conduits to really make that happen."

It was also vital that their solution would be highly interoperable and able to work with their existing equipment.

“With Ross, the real home run was the integration with our scoring system and our compositing system.”
~ Jeff Meyer, Technical Director

The result:

The team in the scoreboard control room has a number of responsibilities, and Jeff noted that their Ross solution helps manage all of them:

“Our role in the scoreboard control room at a Broncos game is multi-faceted. Number one is to make sure that there’s the proper information on the scoreboard related to the game. Number two is facilitating sponsorship – and all of that runs through the switcher. Number three is to entertain and get the fans into the game. The tools like Vision allow us to do all of these things and do them in a very unique, creative, fun, and engaging way. It didn’t take too long to get up to speed with Vision – I like the way the product works a lot.”

Ongoing support is vital to Pat, Jeff and their team. Pat believes that Ross delivers support and service effectively:



“One of the things that Ross excels at is that they understand what our needs are. When we have had questions or have come across challenges, Ross has been right there to help us out and make sure that our show is on the air and that things are properly managed. Ross understands what we do and what the difference is between a scoreboard production and a television production. It’s been wonderful. And, the integration with other products in our control room has been huge.”

Pat sums up his experience with Ross, from beginning to end: “It’s been a great experience. I can say with extreme confidence that we made the right decision.”



Ross Video
8 John Street
Iroquois, Ontario
Canada, K0E 1K0

Media Contact
Sara Bell
sbell@rossvideo.com
Sales Contact/ Enquiries:
solutions@rossvideo.com

ROSS
Production Technology Experts

www.rossvideo.com