Lead Technical Producer for EA.

Alex Markley, of the Ross creative services team. “We found pieces of the library content for their global audience. We really loved the way that the Voyager system could intuitively take in information that we already had going into things. Voyager really stood out.”

Voyager was chosen for the Madden Championship Series because it offered everything that EA needed in one solution.

“We really love the way that the Voyager system handled messages that went beyond the box. It was not only powerful but also easy to work with.”

Voyager includes a variety of Ross products, from Ross Talk to Voyager with Voyager system, Voyager with Voyager Acuity, Voyager with Voyager facility control system, and Voyager with Voyager DashBoard.

“With Voyager, we could create immersive virtual environments to entertain our fans. We were able to push the limits of our set design and explore the full potential of virtual production. The Madden Championship Series tapped into the full potential of virtual production.”

The Madden Championship Series continued after the initial iteration of 2017. The Madden Championship Series was initially a one-time event. It has now grown into an ongoing series of competitions, with over 600 players competing over 6 months. Since the inaugural Madden Championship Series in 1998, over 130 million copies have been sold. Madden NFL has also extended into the competitive gaming world of Esports, with EA Sports creative department looking to add virtual sets to add more volume to their visuals.

The Madden Championship Series has effectively enabled the EA Sports creative department to push the limits of their show. The Voyager platform, along with a suite of Ross products, has been integral to this success. The Voyager platform is powered by Epic Games’ Unreal Engine.