

Pushing the visual limits to engage your fans

These days, stadiums and arenas are much more than only a sports venue or performance area where people go to watch something competitive.

Spectators will often spend many hours onsite between waiting in line to get in, security, wayfinding, concessions, retail, and the actual event. That is why every part of the experience needs to be immersive, engaging, and memorable.

As such, stadiums and arenas must be a complete ecosystem for visual engagement and information systems, ranging from creative video walls, wayfinding displays, point of sale kiosks, and lavish VIP lounges. All these visual spaces must be flexible and able to reskin themselves for a multitude of purposes including game days, corporate events, and concerts as this makes the venue more attractive to clients wishing to use the space, thus generating much needed, year-round revenue.

MAKE AN INSTANT IMPRESSION

Create impact by deploying vast, large scale LED displays on the exterior of your stadium to inform, entertain and engage your audience. For night-time events other options can include architectural lighting or 3D, video mapped, projection to create the most engaging environments. Pushing the boundaries of your technology will provide an experience boost to provide memorable experiences for your visitors. Do not just limit your story telling to the stadium facade alone but continue this theme throughout the concession areas and the arena itself, leaving your guests with lifelong memories. Tell your story through large scale video walls and inform guests through wayfinding, extending footfall time and increasing revenue opportunities.

YOUR BRAND

Your imagination is the only limiting factor. With LED becoming increasingly cost effective, consider adding large, impactful displays in multiple locations including custom resolution, extra-wide walls to switch between live camera feeds, brand focused imaging, sponsor content, and commercial material at a range of visitor touch points. Also consider less obvious avenues to push your message including video mapping on stadium landmarks or mapping video onto LED lights to match and amplify your brand presence.

CAPTIVATE YOUR AUDIENCE

From halftime shows to eye-catching displays, create the most engaging experiences. The key is to always be ready and prepared to be versatile.

For games, live shows, and corporate events, choose a media server that allows easy control on the fly and can be used for any application from Projection Mapping to LED and even lighting.



As no two live events are ever the same, flexibility and reliability are key to being successful. That is why seamless end-to-end workflows are vital for stress free video playback, so only consider solutions that offer intuitive playback with a full creative suite and extensive mapping capability combined with fully integrated planning tools. This means that you can confidently plan every event from the comfort of your control room or design studio. Onsite, demand a multi-user, network-based architecture, which means that content management, programming and 3D mapping can all happen in parallel, so you are always up and running fast.

GO LARGE!

As you develop new visual experiences and upgrade older displays, it is essential that your audio-visual backbone can also scale up to deliver your visual goals ensuring you do not come across any technical roadblocks.

For long-term confidence, demand ultra-high performance and flexibility whatever your source or extension method. As well as carefully checking technical specifications, check for the warranty length and the MTBF (Mean Time Between Failure) which can be a useful way for end users to understand real life reliability.

Another barrier to guaranteeing reliability and easy serviceability can be the management of the plethora of small devices that are ever present in installs including video extenders, media players, small PC's and set top boxes. There are solutions that can deliver high-density racking with multivoltage power and integrated cooling which make for easier install, quicker servicing, and longer product life.

FINDING THE RIGHT SOLUTION

POWERING YOUR VISUAL JOURNEY. **PRECISION WITH EVERY PIXEL.**

CALICO PRO is tvONE's premiere video processor that delivers impeccable, low-latency, flawless performance across all LED set ups with virtually limitless possibilities. Featuring a cost-effective design, CALICO's fifth generation processing engine ensures enhance image fidelity through its unique 10-bit video processing, providing superior 4:4:4 color depth for flawless visuals. It also includes HDR Management for seamless standard conversion.

CALICO PRO has HDMI 2.0 inputs and outputs with optional modularity for IP Streams, Broadcast, and discrete audio. Native resolutions come as standard ensuring compatibility now and in the future

CALICO | PRO



LARGE VIDEO WALLS

tvONE's extensive range of CORIOmaster, all-in-one, multi-window video processor products provide unprecedented processing power with more pixels than you will ever need. Supporting more windows with higher quality than ever before, the CORIOmaster2 video wall processor provides uncompromised 4K60 performance.

VIDEO MAPPING & 3D PROJECTION

tvONE's Green Hippo brand of products offer full end-to-end workflows that are tuned to exceed the challenges of real-time media playback and 3D mapping. Their Hippotizer Media Servers can be used in both offline and online configurations with complete end to end workflows, solving lots of problems with a single solution.

SIGNAL EXTENSION

tvONE's Magenta brand of products provide a leading range of reliable and robust video extension solutions and deploy digital video extenders with simplicity and long-term confidence. Choose from a range of cost effective, ultra-high performance and flexible extenders whatever your source or extension method.

WANT MORE INFORMATION?

Creating useful, impactful, and memorable visual experiences for your TV & Broadcast facility can be simple with tvONE. tvONE is a world class developer and manufacturer of video conversion and AV signal distribution technology, with offices in the US, and R&D and manufacturing facilities in the UK. tvONE provides a complete line-up of products and services for the professional AV, broadcast video, and digital signage markets. tvONE now encompasses three superior brands under one umbrella, tvONE, Magenta Research and Green Hippo.