

Cisco StadiumVision Solution

A New Way to View Sports & Entertainment



With so many entertainment options, it is getting harder for sports and entertainment properties to compete for fans' leisure time and entertainment spend. Homes have high-definition (HD) television, movies have large-screen three-dimensional (3D) screens, and - now - live venues have Cisco StadiumVision™ to provide a new look at sports and entertainment.

The Cisco StadiumVision solution delivers new experiences that transform and amplify the intensity of any event for attendees. It is designed to efficiently and cost-effectively deliver HD video and digital content to all TV displays in the venue, creating unique, compelling experiences and interactive opportunities to engage fans. In addition, it offers the flexibility property owners and operators demand for growing their business. With the Cisco StadiumVision solution, you can:

- Create new revenue streams with unique advertising and sponsorship offerings
- Deliver new, dynamic concession and merchandising solutions to drive patron per cap spending
- Customize your venue to maximize venue usage opportunities

The Cisco StadiumVision solution allows you to create the ultimate in-venue experiences and contribute to initiatives to maximize the value creation potential of your venue.

Place Fans at the Center of the Experience

The Cisco StadiumVision solution delivers real-time, live, HD video from any source - from in-house feeds to externally acquired local and national channels - to create an immersive and differentiated experience for fans throughout the venue. Do you want alternate camera angles for a unique perspective? Video wall solutions that leave a lasting impression? New levels of control for luxury-suite fans to create their own experience? You have it with the Cisco StadiumVision solution.

And while fans are taking in the action, you can combine custom greetings and real-time promotions with video to more effectively communicate with patrons throughout their game-day experience.

Increase Revenue with New Marketing Opportunities

With the Cisco StadiumVision solution, the entire venue becomes a marketing platform, providing exceptional segmentation opportunities for advertisers, sponsors, concessionaires, and merchandising partners. You can target advertising by section, by area, by monitor, sending separate messaging and unique advertising to individual restaurants, bars, seating sections, etc. You can attach promotions to periods of time or critical moments in time. You can offer sponsors the ability to engage fans in a completely new fashion. The flexibility of the Cisco StadiumVision solution allows you to uniquely combine video and digital content to customize packages and premium offerings that align with the brand objectives of your partners.

It is now easier than ever to customize menu boards and concession stands to cater to the unique needs of each event (i.e. live sports, concert, marquee events etc.). You can:

- Add and delete menu items and change pricing as needed
- Deliver tempting product promotions at the point of sale
- Make the wait in line more fun with game video, stats, and other event information

The same holds true for merchandise offers. You can provide fans with a peak at new jerseys and hats and target promotions to acknowledge a big play, creating new opportunities to convert fan passion into growth opportunities.

Single Control Console for Maximum Agility and Efficiency

With the Cisco StadiumVision solution, you can power on and off and tune every screen in the venue from a central control panel. You control and manage content for each display from the same operations console and program it to run at any specific time on any specific screen. And at the close of the event, you can deliver streaming traffic reports, exit signs, and public transit schedules to better manage crowd flow. All of these features make for smoother operations with lower operating expenses.

Cisco Services for the Cisco StadiumVision

Optimize the business value of your StadiumVision investment with smart, personalized services from Cisco. Cisco Services for the Cisco Connected Stadium solution incorporate architecture planning, solution design, and implementation services. These services are designed to help facilitate a smooth deployment and ongoing maintenance of the solution, including hardware coverage and software upgrades.

Cisco StadiumVision Solution: Transform Your Venue Today

Create unique, compelling experiences that keep fans coming back to your venue for all types of events, while generating exciting new business opportunities. This efficient, cost-effective, and flexible solution improves the quality of video you can deliver, expands the advertising and promotional content that you can include, and provides new capabilities to help accelerate revenue, streamline venue operations, and enhance the game-day experience for fans.

To learn more about Cisco Connected Sports and Entertainment Solutions, visit <http://www.cisco.com/go/sports>. To schedule a customer briefing, please contact Cisco at ask-ciscosports@cisco.com.



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