



# LET'S ENERGIZE

Empowering the  
ultimate fan experience

Broadcast sets and control rooms  
Fan engagement and interactivity  
Luxury suite experiences

Projection mapping  
Venue signage

**CHKISTIE®**

# KEEP THEM COMING BACK

## Casual, regular, or die-hard

Whatever the category, fans are the loyal and impassioned stakeholders driving your team's success.

From the moment they step through the gates to the time they leave the venue, they want to be entertained, make meaningful connections and witness momentous feats that can only be seen live and shared with tens of thousands of fellow spectators.

Professional and college sports venues are the hallowed grounds that house these experiences. As fan behavior evolves into a more community-driven, convenience-seeking and digitally-focused activity, you need to adapt to cater to emerging trends and encourage people to get up off the couch and into the seats.



^ Michigan State University uses immersive digital displays to promote fan engagement and student recruitment.

^ Fan experience is dramatically enhanced during pre-game events at Colorado's Pepsi Center. Photo courtesy of Westbury International.

Cover photo: Madison Square Garden photo courtesy of WorldStage.

# Championship solutions. All-star visual experiences.

Christie's range of hardware, software and services coupled with our experience in designing and fulfilling integrated visual systems makes us the preferred supplier of high-performance processing and display solutions. Our display, processing and system management technologies have been permanently installed into several sports venues with outstanding success. Whether your operations comprise a full-featured, multi-purpose professional sports venue or a collegiate or small-market arena, our solutions can scale to your facility and budgetary requirements.

## Display technologies

Christie® display products are second to none. We offer a full complement of leading technologies that have been engineered to meet the requirements of the most demanding applications.

- › **3DLP® projectors** produce big, bright, high-resolution visuals perfect for playing surface projection mapping and other large-scale experiences
- › **1DLP projectors** are perfect for displays or projection mapping in lobbies, concourses, meeting spaces and small-market arenas
- › **LED display solutions**, including seamless LED tiles and Christie MicroTiles®, along with our ultra or **extreme narrow-bezel LCD panels**, give you the design flexibility to create long-lasting and reliable video walls, broadcast sets, accent displays, dynamic lobby experiences, or control rooms
- › Professional-grade **large-format LCD panels** are the ideal platform for venue signage, menu boards, interactive touch displays, wayfinding, premium suites and team spaces

## Processing and show control

This is where the magic happens! Unleash the potential of your creativity and your display technology with our renowned processing and show control products.

- › **Christie Spyder** gives you fast, flexible, full-frame-rate image processing, the ability to blend, window, mix and scale any source format and route the signal to any device or combination of display devices for incredible video processing performance and versatility
- › Projection mapping experiences and entire shows are made easy with the award-winning **Christie Pandoras Box®** by perfectly uniting state-of-the-art rendering with complete media and show control
- › The **Christie Terra®** AV-over-IP solution transports, processes and controls uncompressed, zero-frame latency and artifact-free audiovisual content over 10G networks
- › With **Christie Phoenix®** you can access, control and immediately share audiovisual data from virtually anywhere for effective network operations and security monitoring

## System management

- › Complex, technical and challenging display systems used to need complex, technical and challenging setup and maintenance regimes. Not anymore. With **Christie Mystique®**, we've automated many of the painstaking, time-consuming aspects of setting up and maintaining multi-faceted projection systems
- › **Mystique Install** includes advanced camera-based alignment tools, software, hardware and services required to successfully stage, install, align and calibrate complex, multi-projector visual arrays that are used in flat and curved displays or playing surface projection mapping

# Something to cheer about

Each zone of your sports venue presents an opportunity to engage your fans. Deploying Christie's display technology gives you the platform to create a variety of experiences throughout your venue that will entertain and inform your patrons, enhance your broadcast capabilities, ensure your operating networks are up and running, and provide the 24/7 monitoring and surveillance to keep your facility safe.

Venue signage and menu boards can also be used to help drive merchandise and concession sales while dynamic displays add significantly to the fan experience, inspiring them to come back again and again. Things we can all cheer about!

## Broadcast the thrills

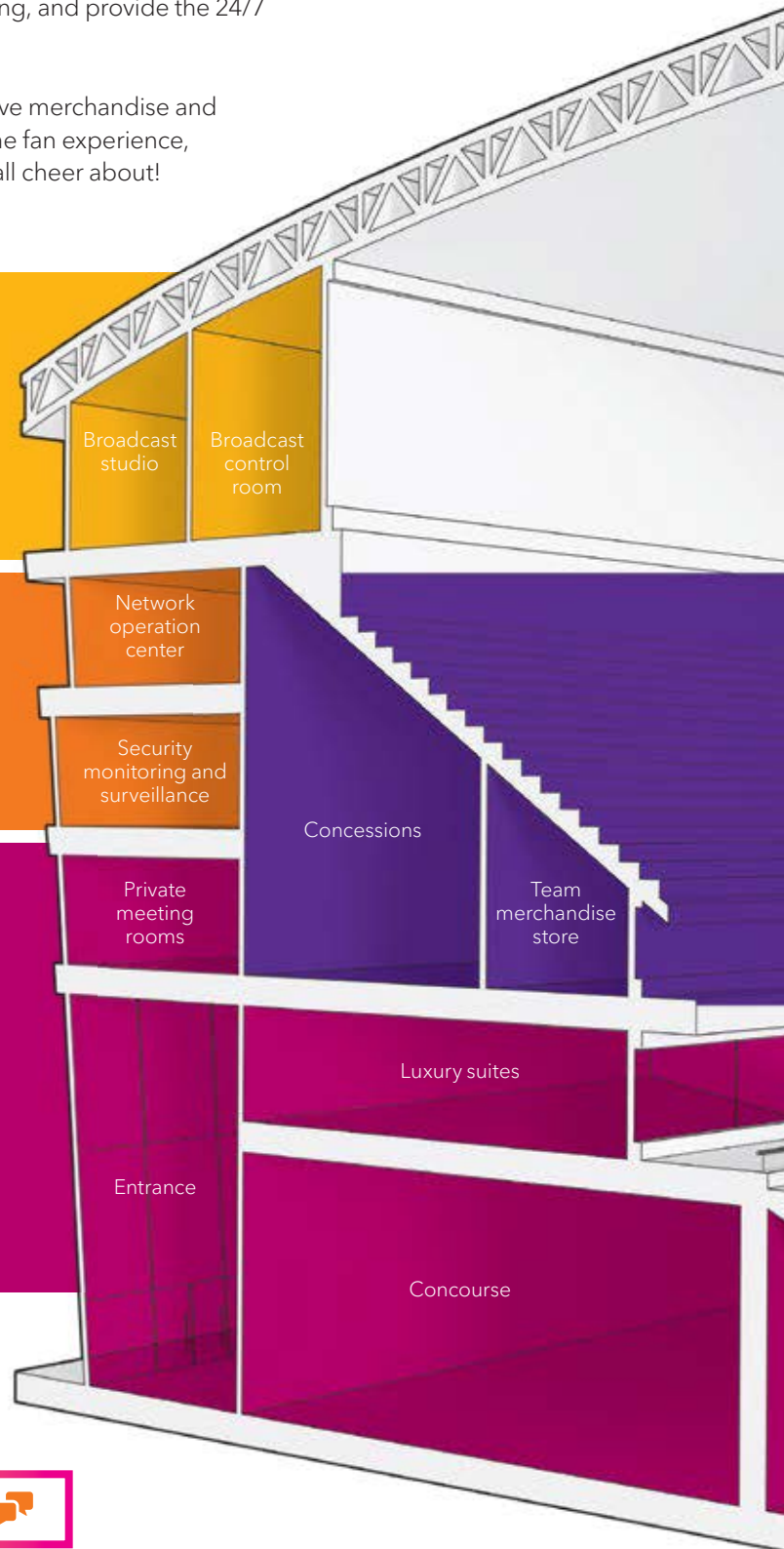
- › Play all your video board content right on cue and keep the fans cheering
- › Enhance on-camera interviews and analyze game play to involve your at-home or streaming viewers with an impressive and interactive broadcast set

## Safe venue and smooth operations

- › Ensure everything's up and running from one central monitoring location
- › Protect your fans, team, staff and safeguard your venue and assets with a powerful monitoring and surveillance system

## Up your game with immersive video walls and digital displays

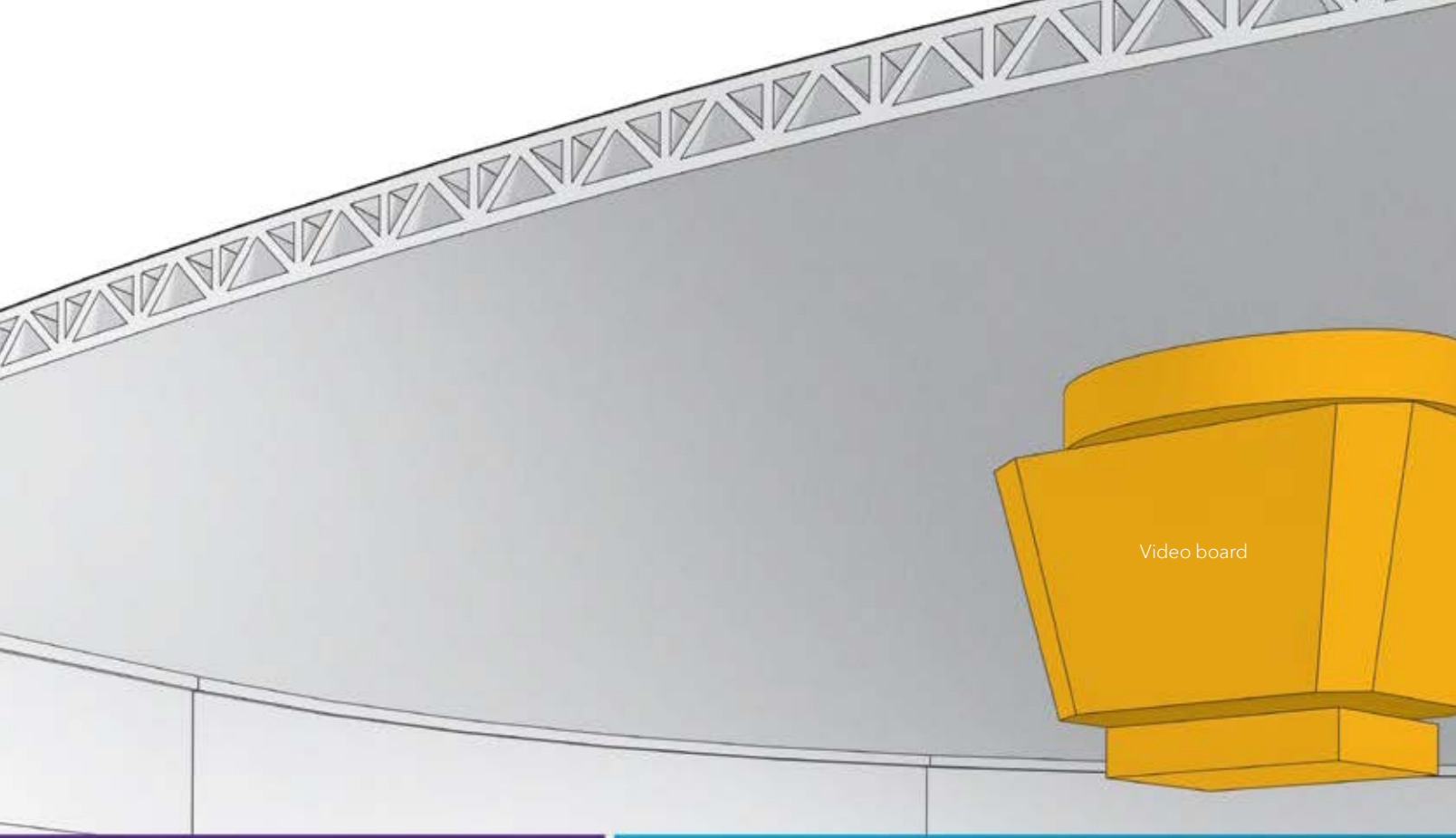
- › Engage the fans and highlight the team brand the moment they arrive and throughout your venue
- › Create captivating experiences by adding multi-touch or gesture-based interactivity
- › Boost team spirits with dynamic visuals in the ultimate locker room
- › Enhance game strategy when you can see the action from every angle in your team meeting room



## Getting started

Contact us to start the conversation:  
[christiedigital.com/sports](http://christiedigital.com/sports)

Contact us 



Video board

### Eye-catching venue signage

- › Advertise concessions and team merchandise on bright, dynamic digital signage throughout your venue
- › Promote sponsors and upcoming events
- › Make it easy to navigate your venue with interactive way-finding signage
- › Tempt the palate with rich and vibrant digital menu boards

### Reality-smashing visual experiences

- › From the front row to the nosebleeds, playing surface projection mapping reaches every eye in the house and sparks fan excitement with electrifying pre-game or half-time shows
- › Dazzle the audience at concerts and other live events by transforming the stage or the entire venue into a limitless canvas of potential with state-of-the-art display technology

Team locker room

Playing surface

**CHRISTIE**<sup>®</sup>

christiedigital.com

For the most current specification information, please visit [christiedigital.com](http://christiedigital.com)

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