



CUSTOMER

- AmericanAirlines Arena, NBA Miami HEAT

INDUSTRY

- Sports Arena

CHALLENGES

- Take the quality of the images (both production and display) to the "next level" including full HD and beyond HD.
- Replace current infrastructure to allow full HD production and distribution with full flexibility throughout the signage environment.
- Provide exciting point-of-purchase signage to help increase sales of featured products.
- Create opportunities for additional advertising revenues in concession areas and in concourse areas.
- Have the system be easily managed from within the facility, but also allow support from external facilities.

SOLUTION

- Deploy a Sony Ziris digital signage system throughout the arena.
- Install Ziris Canvas feature walls at Bacardi entranceways to create excitement for visitors entering the venue, along with feature walls in other locations.

- Manage concession signage within the Ziris system for enticing POP displays with motion graphics to draw attention to featured products.
- Create and manage content on-site, tailored to each event.
- Distribute game content from arena video control room in full-HD quality using Sony video production equipment
- Display content with resolution beyond HD – each screen displays a 1920x1080 resolution section of the total image

RESULTS

- Increased traffic in club and concession areas.
- Increased potential revenues through time-sharing among multiple advertisers on dynamic signage vs. static signs previously employed.
- Content management simplified via web-based software.
- Dynamic signage allowed multi-lingual support, increasing audience engagement numbers.
- Achieved LEED green building certification.

Sony Ziris™ is new hot technology for AmericanAirlines Arena's Miami HEAT games.

As part of a technological overhaul of the AmericanAirlines Arena, home of the NBA's Miami HEAT, the team deployed a variety of new video equipment from Sony Electronics, ranging from high-definition cameras and broadcast switchers to HD LCD displays. The arena's new HD control room can capture and produce video for playback during games on the stadium's LED screens and the HD displays throughout the venue. This technology is used to show targeted advertising, game content and other HEAT-produced video to displays in the common areas throughout the arena, guests in luxury suites and large format video walls at the arena entrances.

Sony Electronics used the AmericanAirlines Arena project as the U.S. unveiling of its new Ziris web-based, digital display software system. This suite of hardware and software technology allows the arena to create high-impact visual displays and flexible, centrally controlled digital signage systems.

The AmericanAirlines Arena wanted to update the full array of recording, editing and display capabilities throughout the Arena and provide the organization with enhanced capabilities of communicating with fans.





Maintaining the Miami HEAT's reputation for state-of-the-art technology.

The Miami HEAT is recognized for incorporating state-of-the-art audio and visual effects into their game productions. Such elements contribute broadly to the overall game-viewing experience and have become part of the fans' expectations. The previous signage and displays at AmericanAirlines Arena lacked the capabilities of performing up to that level of expectation. This posed a number of challenges for the organizations' communications objectives and content management processes. It was not visually-engaging; it offered fewer dynamic display options and was cumbersome to manage and updates.

Sony's Ziris software scores big on and off the court.

The Miami HEAT turned to Sony Solutions Group to deploy its Ziris software, GUI-based digital signage system software to manage all of the displays and digital signage throughout the arena. This enabled the Miami HEAT organization to compile assets into playlists or scripts, send the compiled assets and scripts to media players throughout the arena's network and manage the components of the system from one central production module. The software is scalable - allowing users to implement both basic and sophisticated display content on single full-HD displays or intricate beyond-HD video walls. Upgraded equipment featured a Sony HD broadcast control room; more than 550 flat-panel BRAVIA® high-definition LCD televisions; and professional monitors in the luxury suites, lounges, concourses, restaurants and administrative offices.

The Ziris technology is web-based to allow for easy and centralized control and management. Using the processing power



of Sony's Cell technology, it is designed to make high-impact visual statements in heavily trafficked areas such as arenas and stadiums, as well as lobbies, retail windows, museums and more. Multimedia presentations of virtually any size can be created on an unlimited number of screens, in a variety of configurations, from free-standing banks of displays to video walls.

A win-win-win solution for fans, sponsors and the Arena.

Additional display options for arena and Miami HEAT sponsors resulted from an increase in dynamic and high-definition video ad content. An added benefit to deploying dynamic digital display was the increase in potential sponsors. Because the displays can be managed and cycled

based on time, the potential number of overall sponsors increased exponentially beyond static signage.

Upgrading to Sony Ziris made content management of Arena displays more efficient and easier to maintain from a single web-based production environment, while the digital content management system gave the Miami HEAT the added benefit of offering multi-lingual content further increasing the audience engagement numbers. But the system was also a winner on a green level. The implementation of the Sony Ziris system helped the AmericanAirlines Arena achieve LEED certification, because the system is a more environmentally friendly solution than paper-based displays.