

MetLife Stadium Shows its True Colors with High-Definition Video Technology from Sony Electronics

CASE STUDY

Customer:

- MetLife Stadium

Industry:

- Sports

Challenges:

- Deliver state-of-the-art high-definition video technology to the MetLife Stadium to enhance fan experience from luxury suites to LED boards to concourses and concessions for in-game content
- Provide a turn-key production system for the MLS team to capture and produce the highest quality video for in-game playback to the stadiums in-field LED screen, exterior LED pylons and high-definition LCD displays throughout the park

Solutions:

- Built a Sony-equipped HD control room, creating a centralized editing and video production facility for the "in-game" show
- Implemented a combination of high-definition video production and LED technology from Sony and Daktronics

Benefits:

- Increased HD image quality for the stadium's in-house video productions
- Provided a more efficient process for shooting, editing, and distributing HD content
- Enhanced the interactive entertainment experience



The New York Giants and the New York Jets share a new home: MetLife Stadium. They also share something else that delivers a state-of-the-art visual and interactive experience for fans each week of the NFL season, through the use of high-definition video production technology from Sony Electronics. MetLife Stadium opened in time for the start of the 2010 professional football season and was designed to be extremely technology-focused.

The new stadium features a Sony-centric HD broadcast control room and more than 2,200 high-def displays, ranging in size from 32 to 65 inches,* in the luxury suites, lounges, concourses, restaurants, and administrative offices. The stadium's control room has Sony HDC-1400R HD

studio cameras, an MVS-8000G production switcher, and a range of Sony LCD professional monitors.

The Sony equipment is also being used to capture and produce video for playback during games on the stadium's LED screens and the HD displays throughout the interior and exterior of the facility. The Sony displays also show game content and other team-produced video and advertising elements to guests in luxury suites and in other areas. For example, content is produced and delivered to the four 30 x 120-ft. Daktronics LED boards placed in each of the four corners of the bowl, as well as the ribbon scoreboards and the outdoor LED video "pylons" positioned at each entrance to the stadium.

*Viewable area, measured diagonally

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—Peter Brickman,
Chief Technology Officer,
MetLife Stadium

“This stadium was designed from the ground up with technology and the fan experience in mind, and our HD video technology plays a leading role in delivering that,” said Peter Brickman, chief technology officer for MetLife Stadium. “For fans, enjoying the action on the field is just one part of their stadium experience, and our goal is to create an enjoyable and fully immersive entertainment experience, whether they’re in their seats, at the concession stands, or anywhere in between.”

The stadium is also using XDCAM® HD PDW-700 optical camcorders as “live cameras” for home games, recording crowd shots, player and coach interviews, and other footage for in-game playback, as well as pre-game ceremonies, halftime events, and a mix of pre-produced material. XDCAM PDW-F1600 decks are also used for video recording and mastering.



Note: This project was completed prior to the naming of the venue as MetLife Stadium.

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More than Technology.

In addition to providing the HD video technology infrastructure for MetLife Stadium, Sony acted as the video prime contractor, working with a range of sub-contracted vendors, including systems integrator Diversified Systems, to build the HD control room. As part of its total solutions, “managed services” approach, Sony is also providing MetLife Stadium with a turn-key package that includes technical support and service as well as staffing for each home game. The MetLife Stadium is one more example of how Sony Electronics’ high-definition production technologies – cameras, switchers, displays, and decks – are in use at stadiums, ballparks, and arenas across the U.S., helping to make what’s happening on the field just one part of the ongoing action.