

Cisco Vision for Sports and Entertainment

Transform the fan experience and grow your brand

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 ultra, high definition screens, and – now – live venues have Cisco Vision for Sports and Entertainment (formerly Cisco StadiumVision™) to provide a more immersive and engaging look at sports and entertainment.

The Cisco Vision 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 and UHD video and dynamic digital content to all digital displays throughout 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 Cisco Vision for Sports and Entertainment, you can:

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

Benefits

Increase revenue and fan engagement through:

- **Targeted event video (HD/ UHD) and dynamic content:** Compelling experiences showcasing two layers of video; segments down to a single screen in five regions with synchronized content across all screens.
- **Venue branding and transformation:** Utilizes one-click centralized management; customized branding, messaging, promotions per event including dynamic menus and POS promotions.
- **Turning new fan interactions into memorable moments:** Fans can send and receive trigger notifications from apps and send content to displays or LED, providing moments of exclusivity across “any glass”.

“Our fans are looking to have a much better live experience when they come to our games. We are trying to make it easy for them to go from their couch into their car, or public transport, to our venue. And have a fabulous experience from the moment they arrive until the time they return home.”

Jane Coles

GM of Membership, Marketing, and ICT,
Sydney Cricket & Sports Ground Trust

Place fans at the center of the experience

The Cisco Vision for Sports and Entertainment solution delivers real-time, highly compelling HD and UHD 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? Deliver the digital experiences that fans demand.

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, live event or other venue experience.

Increase revenue with new marketing opportunities

With the Cisco Vision for Sports and Entertainment 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 solution allows you to uniquely combine multiple layers of video and dynamic 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.

Cisco Vision for Sports and Entertainment: 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 experience you can deliver, expands the advertising and promotional content that you can include, and provides new capabilities to help accelerate revenue and streamline venue operations. Unleash the power of digital today!

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

Single control console for maximum agility and efficiency

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 director 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 to optimize the business value

Optimize the value of your investment with smart, strategic services from Cisco. Cisco Content Strategy Services help you develop and deliver game changing experiences that drive new levels of brand engagement and revenue growth. Event Day Operator Services enable you to efficiently prepare for and manage the event day experience and Cisco Advanced Services incorporate digital network architecture planning, design and implementation services to facilitate a smooth deployment and ongoing maintenance, including hardware coverage and software upgrades.