

SAP Luxury Suite

EAST RUTHERFORD, NJ

CASE STUDY | STADIUMS

➔ Challenge

Build the ultimate sports fan experience for SAP, the developer of the statistical backend that powers a leading fantasy football website.

➔ Solution

A highly interactive video system featuring a 4K display, a 4K Crestron DM® network and Crestron drag-and-drop control technology.



Football Fantasy



It's the perfect setting to watch a football game. The goal was to integrate technology that was cutting edge but also user-friendly, so anyone could step in and operate it"

— **Bill Baretz**

USIS AudioVisual Systems

Crestron DigitalMedia™ and Crestron control bring cutting-edge video to the luxury stadium suite built for the creators of a popular fantasy football website

SAP AG, one of the world's largest developers of enterprise software, works hard to maintain its high-tech image.

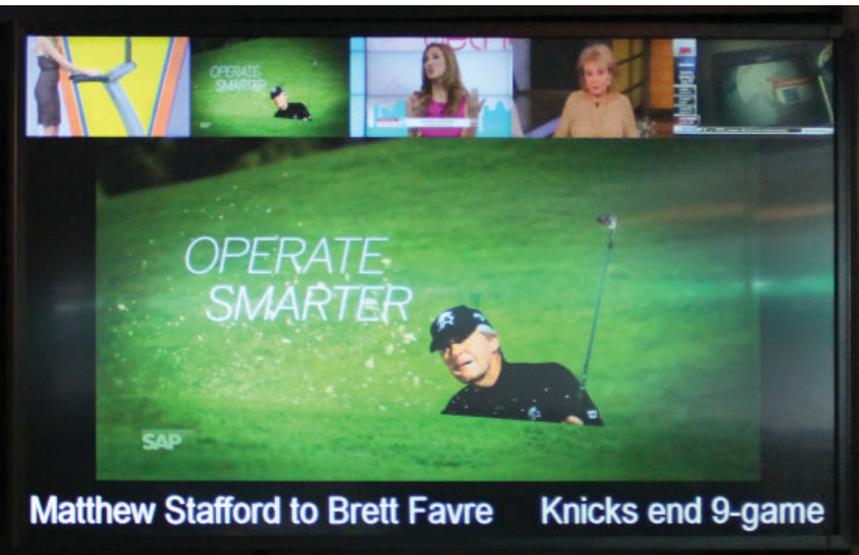
With this in mind, GMR Marketing, SAP's sponsorship and sports agency, aimed to build a technological masterpiece worthy of SAP's reputation in the company's new luxury stadium suite in East Rutherford, New Jersey.

To accomplish this, they turned to New York-based USIS AudioVisual Systems and Crestron.

The ultimate sports fan experience

"The original concept of the room was to give users not only the ultimate viewing angle for the game, but also to give them the ultimate sports fan experience," says Joshua Parr, USIS Senior Project Engineer.

As you walk inside, the first thing you see is a small foyer with a technician's station, then an indoor seating and conversation area that's at least double the size of a typical stadium skybox.



There's a catering kitchen and bar in the back, and if you walk all the way through to the front you enter an outdoor private box situated on the sweet spot of the stadium. It's close to the playing field yet high enough to follow every play, centered on the 50-yard line just above the lowest level of public seating.

The suite holds up to 74 people, typically hosting 37 from SAP and 37 from the organization's cloud-computing partner, EMC Corporation, giving both companies an opportunity to thank customers, as well as employees, executives, and VIPs, with an entertainment experience like no other.

Technology helps create the perfect setting

"It's the perfect setting to watch a football game," says Bill Baretz, Executive Vice President for USIS. He notes that the video system adds immensely to the already-over-the-top experience. "The goal was to integrate technology that was cutting edge but also user-friendly, so anyone could step in and operate it."

Choosing Crestron DM helped the integrator overcome technical challenges inherent in the project. "DigitalMedia was able to solve a substantial number of problems for us relating to delivery and distance," Parr says.

One challenge was simply the compact nature of a luxury stadium suite. Since DM uses category

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USIS AudioVisual Systems

cabling, it was very easy to install it in the limited space. Another challenge was the 600' distance to the stadium video sources – handled by DM fiber-optic connections, enabling direct connection without amplifiers or repeaters.

The DM system drives three 65" high-definition monitors, one 84" HD display and one Planar® UR8450-LX 84" 4K Ultra HD display with a native resolution of 3480x2160. "Rather than install a standard video wall," Baretz explains, "we decided to use the large display and thread all of the video into a single 4K image using Crestron DigitalMedia."

Guests can choose from video feeds of virtually any sporting event taking place that day, live feeds from the production room of the stadium, or surf the Web,



including the fantasy football website created by SAP. The need to showcase an incredible array of individual player statistics from the site, without any loss in clarity or quality, was one of the driving factors behind the 4K system. “When you’re dealing with websites that house a lot of statistics, there’s a lot of detail and a lot of small text,” Parr notes. We didn’t want to have to scale any of the imaging or change the quality of text. In order to facilitate that, we needed to go to 4K, so we could combine four 1080p images and keep everything in its native state,” Parr notes.

“At the time we were designing this system, the 4K display was five times more expensive than a standard display, but it was worth it,” Baretz adds.

In addition to displaying original 4K content, the 4K DM system also seamlessly accommodates feeds from devices that are not quite 4K without any downscaling or loss of quality. For instance, guests are provided individual Apple® iPads® for the day to use as they wish, while SAP and EMC employees frequently show presentations from their own laptops. All of these devices have a native output of 2560 x 1440 or more, requiring more signal bandwidth than switchers designed for 1080p and 2K distribution can provide.

“We are one of the first integrators out there to use 4K technology and monitors,” Parr says. “It was really exciting to see the end users’ reaction to the space. Everyone was impressed and amazed with the quality of the 4K and the design of the suite overall.”

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We used Crestron’s gesturing technology on all of the control screens to make it very easy for guests to drag and drop the video or computer sources they want onto any of the screen areas defined by the presets.”

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Additional display technology includes a NanoLumens® NanoSlim™ LED ticker with a 4mm pixel pitch displaying statistics from SAP’s backend software.

Finally, a Crestron lighting system enables staff to change the mood of the suite instantly by selecting appropriate lighting levels for the type of event. The combination of Crestron control and LED fixtures makes the lighting system remarkably energy efficient.



Seamless, intuitive control

USIS provided multiple ways to control the technology in the suite. SAP staff can set up the systems using a 10" Crestron TSW-1050 touch screen wall-mounted within the suite, a 7" Crestron TSW-750 touch screen in a tech station in the hall outside, iPads equipped with the Crestron app, or remotely using Crestron XPanel. Guests in the suite have the option to select various video sources using a computer equipped with Crestron XPanel and a touch-sensitive, motorized Arthur Holm monitor mounted in a table in the suite.

The simplicity of the control system allows the client to focus on other tasks, such as food and drinks, during game-day set up. "It literally takes the client five or six minutes to explain the fundamentals of using the system to a new staff member," Baretz observes. "That's one reason why SAP has been so happy with the system; it is so intuitive and so seamless to operate. Even though the company is full of computer scientists, you don't have to be one to figure it out."

He continues, "We used Crestron's gesturing technology on all of the control screens to make it

very easy for guests to drag and drop the video or computer sources they want onto any of the screen areas defined by the presets."

Staff uses the user-friendly interface to configure the lighting, the sound system, and the windows on the 4K display. "The technology is never an issue," Baretz says. "And once they turn it on, the whole space is completely transformed."

Integrator
USIS AudioVisual Systems
www.usis.net/