



Crestron Powers Luxury Clubs at New Meadowlands Stadium

Background

Home of the New York Jets and New York Giants, the New Meadowlands Stadium is the nation's premier sports and entertainment venue located in East Rutherford, NJ. The venue also hosts a variety of events including internationally broadcast concerts, soccer games, college football games, lacrosse matches and corporate functions.

Seating more than 80,000 fans, the \$1.6 billion stadium provides modern technology and unique amenities, making it a world-class venue. There are more than 20 Crestron systems installed in the stadium, providing control over numerous audio, video and lighting systems.

A large portion of the stadium AV work was conducted by Hercules, CA-based, Pro Media/Ultrasound. Their scope of work included the largest and most high-profile spaces in the stadium, including all four of the main luxury clubs, the Jets

locker room, the Jets Private Room and owner's suites, Interview Room and the Giants Legacy Club. Dallas-based, Wrightson, Johnson, Haddon & Williams, Inc. (WJHW) provided AV design consulting services for many of the spaces.

Challenges

Stadium operations team, the first in NFL history to manage a facility purposely designed to host two NFL teams, had specific requirements for a project of this size. One of the most important requests was that every touch screen implements three distinct "themes" tailored to the events scheduled at the stadium.

For example, when the Giants or Jets are home, the touch screens and lighting reflect the home team colors and logos throughout the venue. For all other events, a neutral background and stadium logo adorn the facility.

A challenge Pro Media/Ultrasound faced to satisfy two NFL teams in one facility was managing different Crestron solutions across a centralized building management system. The sheer number of systems, combined with individuals



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with different skill sets operating the various systems required the user interface to present a consistent appearance throughout the venue.

“This was a very large endeavor with many different systems to incorporate into one seamless integrated control solution,” said Demetrius Palavos, Pro Media/Ultrasound Senior Sales and Design Engineer. “The complexity required a great partnership between Pro Media, the general contractor, Skanska USA and Crestron, who were extremely committed to this project.”

The Solution

Crestron AV control technology was implemented to enable the stadium locations to do more – control TV displays, audio and lighting, onsite and remotely through the building management system.

Crestron Green Light™ lighting control solutions deliver a powerful answer to stadium management’s requirements for a consistent “look and feel” throughout the facility.

Crestron was responsible for coordinating with each integrator and programmer to make sure each individual understood the necessary requirements outlined by stadium management to allow the systems to work with the centralized building management system.

“Crestron was selected because of its capabilities and flexibility,” added Palavos. “Crestron is providing more functionality in the New Meadowlands Stadium than what I have seen in other stadiums with other systems.”

Systems at a Glance

Integrating control of the AV systems in the various clubs and suites with the stadium’s building management system was accomplished by using Crestron Building Management Systems Interface (GLA-BMS), an Ethernet based “protocol translator” which allows a Crestron system to communicate directly with any number of building management systems.



“Crestron’s Building Management Systems Interface creates more than an individual space,” noted Palavos. “Instead, it allows the technology to blend within the facility, making each space consistent and the overall management of the stadium more efficient, while being completely transparent to the end user.”

A primary function of nearly every Crestron system is controlling Cisco StadiumVision-enabled displays. StadiumVision is an IP-based content distribution system which displays television channels, live in-game feeds, advertising and/or food menus on more than 2200 HD displays throughout the stadium.

Crestron systems directly control over 400 displays, with the majority residing in the premium clubs and sponsor luxury suites. The system will download the entire StadiumVision channel guide, display it on the 15" wall mount touch screens, and list “favorite” channels for each space. From the touch screen, authorized users can change channels, adjust volume levels, power displays on and off, and enable closed captioning on any individual display, multiple displays, or every display in a club/suite.

A dedicated PC in the Security Command Center provides remote control of every club and suite using Crestron

e-Control®, enabling remote system control via any Web browser. Additionally, Crestron RoomView® Express enables staff to remotely monitor, manage and troubleshoot AV systems in every space. All touch screen functionality is available via RoomView so each space can be effectively managed from a central location.

In addition to monitoring system health of all devices connected to the Crestron control system, RoomView is also used as an energy-saving scheduling system for lighting control in the larger spaces that handle special events.

Coaches Club/Interview Room

During Jets and Giants home games, the space serves as a dining area until the end of the third quarter when it is reconfigured for post-game interviews. Located in the center of the Coaches Club, the Interview Room features a soundproof, moveable glass wall from floor to ceiling so that fans in the Coaches Club can watch media interviews with players and coaches.

Playing a crucial role in the post-game interview process, the theatrical lighting and interview microphone feeds are configured and controlled from the touch screen.

The interview audio feed is routed to the other clubs so fans can listen to the interviews while watching the video feed on screen. Club managers control The Interview Room locally using the touch screen, remotely using RoomView software, or through the building management system.

Jets Locker Room

The Jets Locker Room system includes Crestron lighting and AV control in the locker room, trainer's area, doctor's office, coaches' offices and equipment room.

An array of six HD displays form a video wall at the front of the locker room which is controlled with two 15" wall mount touch screens. The locker room and trainer's area operate on two separate audio zones. Each zone is outfitted with a dedicated Crestron wall mount dock for Apple iPod®, enabling audio and video sharing from any iPod®, iPod Touch® and iPhone® throughout the multi-room audio system. Players simply drop their iPod into the docking station and play songs from their personal playlist throughout the locker room.

"Music is a big part of pre-game preparation for Jets players and coaching staff," added Palavos. "It adds to the excitement leading up to the game."

Jets Green Room

The Jets Green Room has a sports bar feel to it with numerous displays and audio featuring game day coverage. A Crestron touch screen controls all AV including four HD displays

mounted outside. This space is unique in that the system is capable of displaying a single PC/laptop source on all 22 displays simultaneously thanks to a dedicated MPEG encoder feeding down to the building management system.

Giants Legacy Club

The Giants Legacy Club is dedicated to the rich history of the New York Giants, housing an extensive collection of in-game memorabilia including jerseys, helmets, and footballs, many of which have been autographed by players. The three Vince Lombardi Trophies and four NFC Championship trophies are also prominently displayed there.

A Crestron touch screen enables push-button control of all AV, lighting, and shades. Each lighting zone is adjustable from intuitive one-touch presets and sliders.

The multifunctional space is also used for corporate events. Three floor boxes provide inputs for laptops, enabling "plug and go" professional presentations.

"The Jets Green Room and the Giants Legacy Club are the best locations for experiencing an event at the stadium," noted Palavos. "These exclusive clubs offer a great view of the action on the field and house some of the best technology in the stadium."

Benefits

Jets and Giants fans can watch their favorite teams on the field while enjoying the finest stadium experience with the latest high-definition displays, audio quality and lighting.

Crestron provides operations management staff with the flexibility to adapt quickly to any type of event with the push of a few buttons on a touch screen. Integration into the larger building management system allows operations management to monitor various spaces, verify systems are turned off when not in use and troubleshoot if necessary. The ability to monitor and control all systems from one location saves substantial time, money, and energy, allowing the massive facility to be managed more efficiently.

"The Crestron system allows for greater control and functionality for the facility to manage multiple events," said Palavos.

