

# STREET & SMITH'S SportsBusiness JOURNAL

## ANC, ScorePAD teaming up to enhance MLB scoreboards

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ANC Sports Enterprises has struck a deal with Georgia-based software firm ScorePAD Inc. to integrate ScorePAD's STADIUMnet scoring interface into ANC's scoreboard software systems at MLB facilities.

The inclusion of STADIUMnet technology will enhance ANC's existing VisionSOFT system, enabling a greater variety of real-time and situational statistics as well as scorecard graphics that can be displayed on video boards, fascia boards and other digital signs.

"What we're trying to create is a much better environment for scoring on displays, and instead of having multiple data feeds that need to be pieced all together, this will all be operated through one control system and will make for much better information retrieval," said Mark Stross, ANC executive vice president of technology. "This is going to result in more dynamic scoreboards."

Among the specific creative elements now in development are displays for home run tracking and distance measurement, runners left in scoring position and pitches per inning.

The deal specifically involves ANC purchasing the ScorePAD source code for exclusive use in MLB ballparks. Financial terms were not disclosed.

ANC signage equipment is installed in 15 MLB ballparks, including AT&T Park, Fenway Park, Turner Field and Oriole Park at Camden Yards.

The alliance between ANC and ScorePAD also will enhance an existing partnership between ANC and scoreboard manufacturer Mitsubishi Electric. In fact, Mitsubishi, which had worked independently with ScorePAD, helped arrange the first meeting between the two entities.

"It made a lot of sense to all of us to take this relationship to another level," said Phil Civins, ScorePAD senior vice president. "Having us jointly aligned in one alliance is going to make for a stronger position in the marketplace."



ANC SPORTS / SCOREPAD  
**The board at Oriole Park at Camden Yards displays an output from ScorePAD**