



## **ANC Delivers During NBA All-Star Game Halftime**

By: Ken Kerschbaumer, Editorial Director | Published: February 18, 2010

A record-setting crowd of 108, 713 was filtering into Cowboys Stadium before the NBA All-Star Game earlier this week, however the planned halftime show still did not have accompanying visuals. Huddled in the control room at Cowboys Stadium, ANC Sports Enterprises' staff was operating the company's patent-pending VisionSOFT operating system waiting to receive content from the halftime show's production team. Elaborate on court video and visuals which would support performances by Shakira and Alicia Keys needed to be completed first, before reformatting the content for the stadium's LED signage system which is operated by VisionSOFT.

VisionSOFT provides sports and special events at Cowboys Stadium with animations, real-time statistics, game prompts, fan interaction, player images, among other dynamic visuals. The unique 3D interface operates over 4000 linear feet of Mitsubishi Electric Diamond Vision LEDerAd ribbon boards and four 32 feet wide by six feet high vomitorium video screens.

Before tip-off, ANC's team finally received and was able to download all of the halftime content; but there was no time to properly test the visuals on the largest fascia system in an NFL stadium.

"Normally, that amount of time wouldn't have been an issue," said Jeff Paulson, director of technical support at ANC Sports. "However, we were controlling the visuals from the moment the building opened and without the halftime content we could not actively participate in the rehearsals leading up to the event. Therefore, we needed to rely on the operating system to support the entertainment without testing the visuals."

When the end of the second quarter concluded, Paulson was able to easily synchronize the fascia system and vomitorium video screens with the on-court presentation to display animations and artist images through VisionSOFT. The operating system successfully supported all the visuals, which were uncompressed providing the purest clarity possible.

"VisionSOFT helped create an electric atmosphere at Cowboys Stadium by distributing the most dynamic and pure content in live entertainment to the Mitsubishi Electric Diamond Vision™ displays," said Mark Foster, general manager of Mitsubishi Electric Diamond Vision Systems. "Since in-game entertainment is evolving, technology such as VisionSOFT's 3D interface which enables an individual to easily control multiple displays through one console will allow venues to feature more LED displays without incurring additional operational costs."

In addition to vibrant animations, special events at Cowboys Stadium such as the NBA All-Star Game benefit from the dynamic control system's automated "Fit Tag". VisionSOFT's "Fit Tag" automatically formats font type and size to fit text in one defined area, regardless of length. Rather than abbreviated or "scrolling" longer names into separate areas of a video display which distorts the information, all the player and team names had the ability to appear in full in a defined area.