

## VisionSOFT™ customizes game presentations

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With scoreboard hardware technology continuing to push ever bigger, brighter and in crisper high definition, ANC Sports' VisionSOFT software platform is helping teams and venues turn their diverse programming dreams into reality.



### VISIONSOFT

*The Mariners created an outfield, digital out-of-town scoreboard.*

Designed to work with any digital display system, regardless of manufacturer, VisionSOFT allows teams to pursue highly customized and creative applications for their game presentations.

The Seattle Mariners this past season at Safeco Field introduced an outfield digital out-of-town scoreboard that through VisionSOFT mimicked the look of a traditional, hand-operated board, complete with simulated manual controls.

The Pittsburgh Penguins at Consol Energy Center bought VisionSOFT to tie together the building's various center-hung, fascia, dasherboard and concourse displays, allowing for quick-trigger synchronization of content throughout the building.

Numerous other teams, including the Dallas Cowboys and Miami Heat, are developing their own particular applications through VisionSOFT, and the system was recently buttressed by a partnership with Georgia-based software firm ScorePAD Inc. to integrate that firm's real-time scoring interface into VisionSOFT for ANC's MLB clients. That alliance will allow for the display of a greater array of real-time and situational statistics.

"Every team wants to operate differently, and market forces are dictating they make their shows as different and unique as possible," said Mark Stross, ANC Sports chief technology officer. "Before, teams were forced more to go with more standard, off-the-shelf applications. But now, a fan is going to get an experience at each venue that is much bigger, much more unique."

— Eric Fisher