

IPTV References

Total Control of Video Distribution

IPTV (Internet Protocol Television) has become the standard for large scale media delivery in controlled environments, and sports venues are ahead of the curve in adopting this technology. Diversified has led the way with some of the largest and most complex deployments in the country, including:

New York Yankees – Diversified was the prime contractor for the IPTV systems at the Yankees’ state-of-the-art facility, unveiled in 2009. With over 1,000 HD displays throughout the park, this Cisco Stadiumvision based system brings in 48 Direct TV channels, in-house feeds from the replay room, and incorporates ad insertions.

Dallas Cowboys – With over 2,800 locations, Dallas has one of the most sophisticated IPTV deployments in sports. This gives the Cowboys unprecedented control over what videos and advertisements play. Contracted by Cisco, Diversified designed and oversaw the IPTV installation, managed the IPTV inventory, and commissioned all IPTV operations.

Oakland Coliseum – When Oakland wanted to upgrade their video head end, they wanted to put in place a solution that would prepare them for the future. To accommodate the desire to use current technology to the fullest and be prepared for new technologies, Diversified designed and implemented a Cisco IPTV head end, working with QAM modulation, which saved the cost of replacing the entire infrastructure.

Kansas City Royals – When the Royals wanted a higher level of control over video in Kauffman Stadium, they chose to deploy IPTV. Diversified was brought in by Cisco to design and deploy 350 network connected digital media players, as well as the entire IPTV head end and ad insertion.

Special Points of Interest:

- Total control of what is shown on a display by display basis
- Expandable to hundreds or thousands of displays.
- Diversified can not only deploy and program the IPTV systems, but design and build every supporting infrastructure including head ends, downlinks, and studio/replay build outs.

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