



## case study: Miami HEAT Turns to Magenta Research to Bring the Sizzle off the Court

### The Challenge

AmericanAirlines Arena is home to Dwayne Wade and the 2006 NBA Champion Miami HEAT, and recently welcomed MVP LeBron James and perennial All-Star Chris Bosh as the newest members of the team. With these major upgrades to the team's roster, expectations for the Miami HEAT are at an all-time high. In preparation for the upcoming season, the team and the arena sought to enhance their overall brand and fan experience by bringing the arena's flat panel displays up to cutting-edge high-definition standards.

The challenge was finding a signal delivery solution to insure the transmission of high definition 1080p content without degradation to various displays located at substantial distances from the control room. The Miami HEAT identified and procured the solutions needed to update their signage system through their partnerships with Sony Systems and Magenta Research. With this new upgrade, the HEAT is now recognized as a "best-practice franchise leader" with their high-definition changeovers serving as a benchmark for other arenas across the country that are looking to follow suit and convert their existing audiovisual delivery and presentation infrastructures.

### Site Description

One of the major areas to be reworked was the Bacardi Grand Entrance, the main arena entrance. Upon entering the Bacardi Grand entrance fans are greeted with large, 12 display video walls that add to their excitement. The Dewar's Suite Level is another area that takes "fan enhancement" and rebranding to the next level. The display screens in this area highlight the Dewar's brand using interesting video configurations. The arena's upgrade was extensive, and one of the biggest challenges was bringing the arena's flat panel displays up to cutting-edge high definition standards. The displays are located at substantial distances from the control room and required a signal delivery solution to insure the transmission of the high-definition 1080p content without degradation. These cutting edge high-definition screens are run by Sony's software in conjunction with Magenta Research's MultiView Series high-definition video



## The Solution

The Miami HEAT identified and procured the solutions needed to update their signage system through their partnerships with Sony Systems and Magenta Research. The new equipment includes Sony's Zirus software and award-winning displays, which provide content to resolutions beyond 1080p, as well as searing images for large video wall installations. An integral part of the total solution was Magenta Research's MultiView Series transmitters and receivers, MultiView XRTx and AK600. Magenta Research's MultiView Series high-definition video extension technology enables high-definition audiovisual signals to travel distances of 2,000 feet over CAT-5 (UTP) without degradation of quality or introduction of delay. The distance capability combined with zero-latency delivery makes the MultiView system the best choice for video wall deployments.



"We were interested in creating an impressive digital display for our Bacardi Grand Entrance and Dewar's Suite Level elevator landings. We decided to use Sony's ZIRIS Canvas digital signage solution to create dynamic video walls. We needed to distribute the signals in a cost effective manner but still retain high quality high-definition video. When we approached Sony for their preferred solution, they recommended consulting with Magenta Research and stated that they had used Magenta Research products in the past with great success. When I called JJ Kentala at Magenta Research, he provided me with a great solution and followed through so that we would have everything we needed for the installation. We are very happy with our installation and would use their products in future projects," said Javier Caballero, Manager, Broadcast Services of The HEAT Group.

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## About Magenta Research

Magenta Research is the recognized industry leader in the transmission, switching and flexible distribution of audio, video and serial signals of Unshielded Twisted Pair Cabling (UTP) cabling. Its products include matrix switchers, high resolution cables, DVI and HDMI extensions over UTP and fiber, HDMI video and audio extension over single UTP cabling, twisted pair products, digital video switches, AV distribution over UTP, audio extenders, video converters, USB extenders, mounting kits and power supplies. The company's products are used to integrate video and audio into casinos, theme parks, arenas, airports, museums, corporations, universities, hospitals and boardrooms.