

Washington Redskins – FedEx Field Interactive Digital Displays

Client Summary:

The Washington Redskins are a professional American football team based in the Washington D.C. area. The field team's home-field is FedEx Field in Landover, Maryland. They are members of the Eastern Division of the National Football Conference (NFC) in the National Football League (NFL). According to Forbes Magazine, the Redskins are the second most valuable franchise in the NFL, valued at approximately \$1.55 billion as of 2009.



Starting out as the Boston Braves in 1932 and becoming the Washington Redskins in 1937, the "Skins" have a history rich in tradition. Overall, the Redskins have played for eleven NFL Championships winning five, including three of the five Super Bowl appearances were under the leadership of Hall of Fame coach Joe Gibbs.

Being the second most valuable franchise, the Redskins remain the highest grossing team in the NFL with \$354 million in revenue during the 2009 season. With a stadium capacity for 92,000 fans, they have broken the NFL's mark for single-season attendance eight years in a row.

"The Washington Redskins have collaborated with I.C.G. to take the fan experience to the next level I.C.G.'s wireless digital signage solution and their social media application, ICTweedia™, present us with opportunities to offer an interactive fan experience, and advance the marketing and promotional offerings with our sponsors. Leveraging I.C.G.'s wireless technology and creative services has opened up our ability to custom develop these strategies with our sponsors all while minimizing impact at FedEx Field." – Shripal Shah, The Washington Redskins Senior Vice President, Digital Strategy

Project Objectives:



In an effort to continually seek out the best technology to build and deliver the ultimate in fan experience, The Redskins wanted to build on the rich website interaction with their fans through the use of twitter in their newly build Audi Pavilion at FedEx Field. The Redskins webpage combines fan and team use of Twitter that can be accessed anywhere, anytime. The Redskins goal was to replicate the website experience in a public environment to increase fan participation, whether at the game or not, on large format displays, before, during, and after the game.

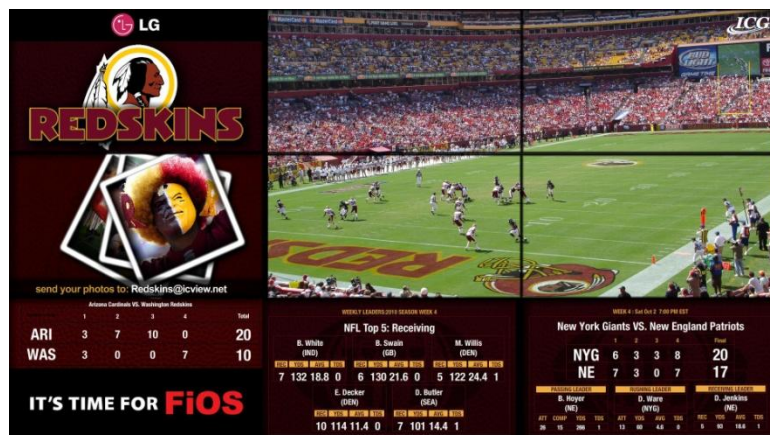
Looking to the future, the Redskins desired a solution that could be managed remotely, would be easy and flexible to update and maintain, all while increasing the "wow" factor onsite for their fans.

The sponsorship goals were to increase the quality of inventory available to on-site sponsors, and lower the cost-of-entry to engage with the Redskins fans in order to deliver the greatest possible value to their sponsorship partners.

.....Continued

Solution Deployment:

I.C.G. looked to address these objectives by incorporating their wireless interactive digital media infrastructure along with ICMedia™ content and content management software. The installation involved four “pods” of two 60 inch high definition displays. Each display shows live game footage wrapped with I.C.G.’s revolutionary content. In addition, several 3x3 42” LCD displays were mounted as video walls showcasing real-time content such as I.C.G.’s interactive applications (ICtweedia™, ICview™, and ICstats™), live streaming of Redskin’s and other NFL games, and sponsor content.



I.C.G.’s MobileMedia System™ and ViFi Adapter® function in tandem to enable the network connectivity and remote control of the interactive digital media displays. ICMedia’s™ CampaignManager content management software and the ICtweedia™/ICview™ applications interact with social networks (*Twitter, Facebook, etc.*) to capture Redskins fans Tweets and photos on a real-time basis for display on-site at FedEx Field. Operating wirelessly, the I.C.G. solution connects through the internet to the Washington Redskins control network through its ICNet® wireless broadband service which simplified positioning, installation, and alleviated the need for any external connectivity service or wiring. The wireless

transmission of ICtweedia™ and ICview™ content from the MobileMedia System™ to the ViFi Adapter® is done via 802.11n protocol that features I.C.G. proprietary Proco Solutions® Technology to compress, encode and encrypt the content, maximizing its visual quality and minimizing the chances of any electrical radio “noise” interference.

The on-site deployment activities began with a site-survey where the potential positioning of the MobileMedia System™ and ViFi Adapter® was assessed for optimized 3G signal strength, reduced reflectivity and overall WiFi connectivity and security of the devices considered a possible interference risk were powered on during a simple yet effective testing of the I.C.G. wireless interactive digital solution.

Repurposing the Redskins website use of Twitter was a major challenge as websites are designed for personal interaction between the fan and the website. On a web page, the fan has the ability to use a keyboard and mouse to view new Tweets, scroll down, and refresh the screen. In a public environment, none of these actions are practical. Additionally, the Redskins require all content to be filtered to ensure that objectionable words, phrases and photos were not displayed on the screens.

To accomplish this, I.C.G.’s ICMedia™ team redesigned the content in a format that eliminated the need for keyboard or mouse interaction, made the content entertaining, easily viewable, and readable from 30+ feet away. Tweets are screened real-time using ICMedia’s™ filtering database for more than 250,000 banned words and phrases.

To use the system, Redskins fans send Tweets to **#Redskins** and photos to **Redskins@ICview.net** where ICMedia’s™ content server captures the content, filter the message, repackage it for display, and sends it to the MobileMedia System™/ViFi Adapter® for immediate viewing. In addition, Redskins personnel are provided with tools to add to the filtering dictionary on the fly and to monitor, in real-time, the information being displayed at FedEx Field.

Solution Summary:

The Washington Redskins ability to provide their fans with the latest in social media interaction was critical. This goal was achieved by integrating I.C.G.’s wireless infrastructure with ICMedia’s software and ICtweedia™/ICview™ applications. The solutions have also increased fan interaction, both at the game and elsewhere, so that fans can share their views in public forum. Working within the scheduling parameters as set forth by the Washington Redskins mean a condensed project lifecycle, which was easily achieved due to the completely wireless nature of I.C.G.’s digital media solution.



For more information about I.C.G.’s Wireless Digital Media deployment, please contact: **I.C.G. Sales – sales@icginfo.com – 888.849.4207**