





CASE STUDIES

Large Format Outdoor Verizon Center

Verizor Center owner/operator
Monumental Sports & Entertainment
wanted to launch an integrated system
of high-resolution, full-motion video
displays that would create new
advertising and sponsorship
opportunities, while also helping to build
excitement leading up to and during the
facility's events. The building's high
profile location in the nation's capital
and its role as the home to three
professional sports franchises made it
essentail that the system's design,
technology, and content adhere to the
highest standards.

Sensory Interactive worked with Monumental Sports & Entertainment to conceptualize, program, design, and implement a system of eight individual exterior displays with a total surface area of more than 4,300 square feet. The size of these displays, their distribution across the building facade, and their excellent visibility – even in bright light create an city-block long "immersive" experience for viewers. This immersive quality is extremely attractive to advertisers and sponsors wanting to reach the highly mobile audience found near the area.



During the design process, Sensory Interactive worked closely with the owner to obtain Washington D.C. District Council approval for the system's design and proposed content. This included participating in discussions with area business owners and residents, and assisting in testimony before the District Council.

Sensory Interactive also selected and deployed a new content delivery system that runs both the new etherior displays and all of the legacy display systems inside of the arena. This system, from European stadium technology specialist Colosseo, gives event production staff extremely precise control of all of the venue's digital displays, allowing them to easily deliver the most exciting experience to fans and the greatest impact for advertisers, with much-reduced staffing requirements.



with Verizon Center, handling all day-to-day operations of the exterior displays, scheduling all content as well as monitoring all scheduled maintenance and service tasks. Sensory Interactive's Content and Creative Services Team works closely with the arena's marketing and production departments on the development of new dynamic content for the displays, as well as custom marketing communications to promote the opportunities they offer.

Sensory Interactive's full-service approach with Monumental Sports resulted in a digital video display program worthy of this world-class facility. By utilizing display and control technologies not previously seen in the marketplace, the system is exceeding expectations for advertising and sponsorship revenue, and also getting a positive response from event attendees and area residents.

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WHAT WE DO

Operational Management

Services that keep a system running smoothly, minimize downtime, and ensure that content is produced, scheduled, delivered, and monitored in a way that maximizes the system's long-term value.

Sensory Interactive's Operational Services have been developed to ensure the effective deployment and optimal performance of projects of different types, technologies, and environments. Managing display and content management systems through the utilization of our Network Operations Center and proactive quality control measures, Sensory Interactive's personnel, hardware, software, and experience enable our team to respond to the demands of a networked system that operates on a continual basis 24/7/365. Our Network Operations Center enhances existing IT/AV services and manufacturer's warranty terms through supporting, actively monitoring, and providing a sole point of responsibility for the display hardware and software components of any video display system installation. Owners that utilize our Operational Services maximize their return on investment and eliminate the need to hire additional staff to support these systems.

System Monitoring & Quality Control

The Sensory Interactive Operational Services team provides daily remote monitoring and regularly scheduled site evaluations in order to proactively watch for outages and potential maintenance issues. We coordinate with the manufacturer's maintenance and support services, providing regular updates to the owner on any and all outstanding service issues.



Content Management & Scheduling Our team oversees the scheduling ar nanagement of content for a myriad digital installations on behalf of their wners. The operational services team checks all content for adherence to system technical specifications answers requests for changes against scheduling, confirms content requirements developed in conjunction with the owner, and ensures playback happens as expected. We work as technical advisors to third party content providers to ensure content is created correctly as early as possible in the process to prevent last-minute challenges.

Documentation

At the owner's request, the Operational Services team can provide proof-of-play reports, which are often required by owners and their advertisers to confirm the efficacy of campaigns. Upcoming schedules and maintenance & service information can be provided as well. We format data into easy to read reports so that owners can efficiently utilize the information.

In addition to these core services, the Sensory Interactive Operational Support team provides support for special events, assists in developing rollout plans for new media and campaigns, and explores new technology opportunities, including interactivity.

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