



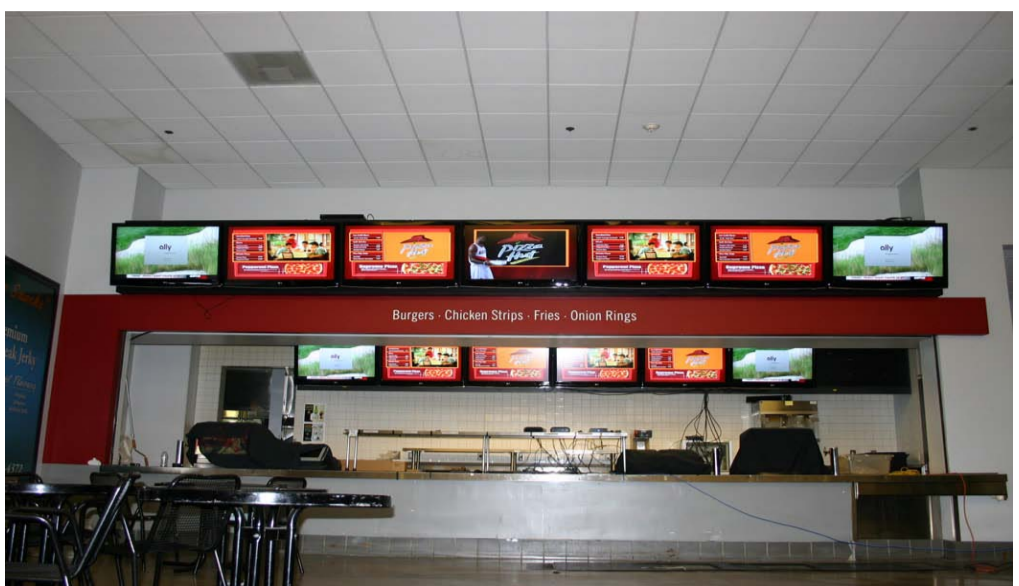
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## DSE 2010 Bronze Apex Award Winner - Hospitality: Portland Trail Blazers/Rose Garden Arena

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**NOMINEE:** [Portland Trail Blazers/Rose Garden Arena](#)

**NOMINATING COMPANIES:** Omnivex Corp., Concord, Ontario, Canada

**CATEGORY:** Hospitality

**PROJECT:** Portland's Rose Garden Arena recently replaced its network of CRT screens and installed a new digital signage network of nearly 250 LG LCDs that are located throughout the facility's many concession stands, and are used to display menu items and pricing, a live game feed, advertisements, messaging and other multimedia content.

### OVERVIEW

Portland's Rose Garden Arena is a 20,000-plus capacity venue used for large indoor events, including basketball, ice hockey, rodeos, circuses, conventions, ice shows and concerts. It also is home to the Portland Trail Blazers NBA franchise.



Rose Garden Arena chose Moxie software for its digital signage network because of its superior graphical capabilities, and ability to manage complex playlists and define rules related to how and when to display content.

a loop of content played on DVD players – which was very dull – and had limited functionality, so the space was not being used to its fullest potential. By replacing the CRT screens with LCDs and adding additional LCDs all driven by Omnivex Moxie content management software to the system, the stadium's fan experience would be enhanced. The new system offered dynamic content, as well as the added business benefits of improved concession stand sales, a new revenue stream from advertising sales, access to a real-time game feed, additional brand exposure, sponsor promotion, accurate and current digital content, and the ability to manage the entire system from one central, remote location.

### CHALLENGES

- Developing menu boards with the ability to show messaging, advertisements, stream live game feed and show vibrant, eye-catching content.
- Complex playlists - the arena wanted dynamic content that it could manage itself and change with the many events at the stadium. The system needed to determine when certain items and prices should be displayed or not appear at all (i.e., by event type or by game time, for example, alcoholic beverages would be omitted from the content during the fourth quarter).
- There are many different departments (e.g., Ovation Food Services, Marketing, IT, etc.) involved with the system, so the arena needed software that would allow all parties to contribute to their parts (permissioning for user groups).
- Keep capital expenditures down - the entire system needed to be run over the facility's existing co-ax cable, and it needed to be easy to use, so that no additional hires would be required to manage it.
- More than 118 content management software products were identified, of which, eight underwent an extensive evaluation and testing process, which was a big undertaking. In addition, the timeframe was short, with a hard deadline of pre-season opening game.

### SOLUTIONS

Moxie software was selected due to its superior graphical capabilities, and ability to manage complex playlists and define rules related to how and when to display content. Moxie also has user permissioning, allowing each department to access their parts of the system (e.g., accounting for the reporting metrics and proof of play logs, marketing, food services vendor, IT and TV broadcast departments). Moxie software can pull information from existing databases (such as the Micros 9700 POS system), format it and display it automatically on the appropriate screens, greatly reducing the operating costs associated with maintaining the network.

### RESULTS

- The system is a successful revenue-generating stream - the entire system, including hardware, software and installation cost \$450,000. If all of the available advertising spots are sold, the system would be paid off within one year (with \$150,000 profit).
- The arena experienced an increase in concession stand and souvenir sales. Management believes there is a direct correlation between the ads shown on the screens and the items that are having the highest sales. Dwell time at the concession stands has increased, meaning increased impressions and sales.
- The fan experience has been improved. Fans can see ads about menu items, the live game feed and messages. People are stopping to look at the screens and are ending up buying food items, which means increased impressions for advertisers and increased sales. The digital signage has added to the aesthetic appeal of the entire concourse, making it brighter and more vibrant. Fans also have a decreased perceived wait time in concession line-ups.