

# RUPP ARENA

Serving fans HD video with flexible  
Grass Valley technology

**CUSTOMER:**

Rupp Arena (Lexington Center Corporation)

Kentucky, US

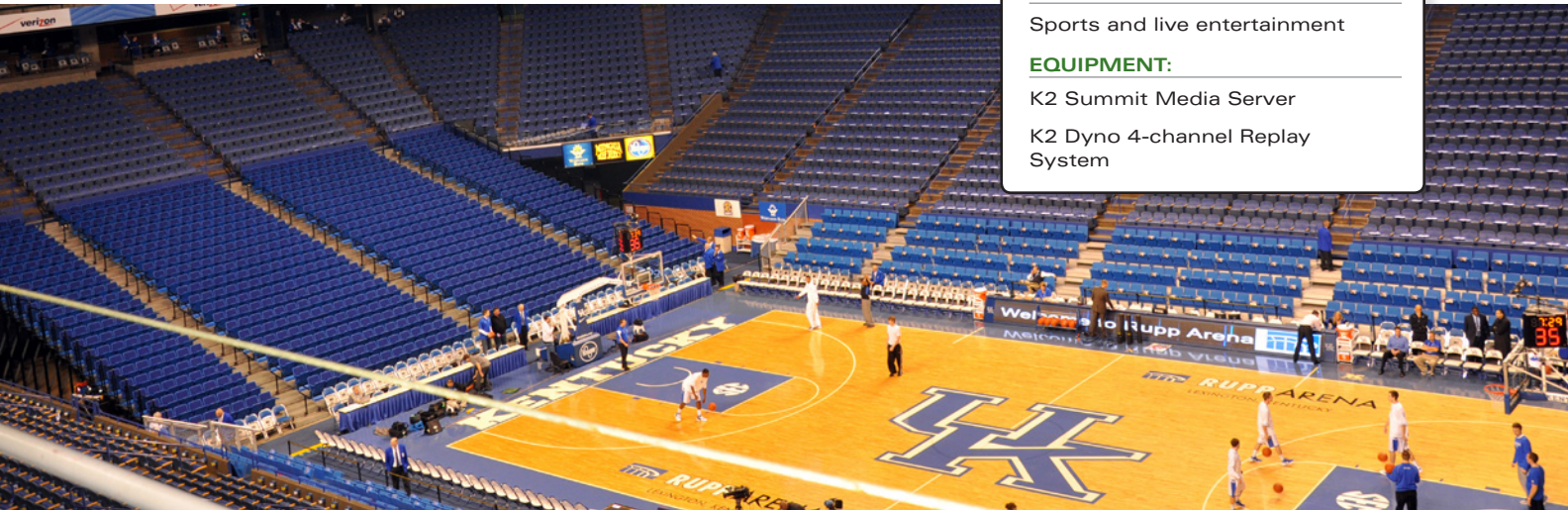
**APPLICATION:**

Sports and live entertainment

**EQUIPMENT:**

K2 Summit Media Server

K2 Dyno 4-channel Replay System



## BACKGROUND

In the spring of 2011, Merrill Richardson, Director of Facilities for the Lexington Center Corporation (LCC)—a private, non-profit agency of the Lexington Fayette Urban County Government (LFUCG)—was looking for an advanced, high-definition (HD) video record and playback system. The goal was a system that would help his production team distribute content as digital files throughout Lexington, Kentucky's famous Rupp Arena (home to University of Kentucky Wildcats basketball) in the most efficient way, while providing a great fan experience.

As Director of Facilities, Richardson is responsible for all of the physical and technical facilities owned by LCC. This includes the Rupp 23,000-seat sports arena, convention, and exhibit halls; an indoor shopping mall; a performing arts theater; and an outdoor park. Richardson's job is to keep all of the respective audio, video, lighting, mechanical systems, electrical, HVAC, video production, scoreboard, and computer systems working at their best and changing them out when the need arises.

## MOVING FORWARD

Rupp Arena was set on replacing its aging video servers, which used to support four large video screens inside the arena as well as dozens of smaller screens throughout the multi-facility complex. After considering a number of options, Richardson chose the Grass Valley™ K2 Summit™ media server platform and a Grass Valley K2 Dyno™ Replay System (which is made up of an intuitive, tactile K2 Dyno Replay Controller tightly linked to a K2 Summit server). From a central video production control room inside Rupp Arena, the new server system also feeds seven other AV systems—including a new IPTV system for the numerous concession stands located throughout the building.

"I have to constantly upgrade and improve upon our facilities to give our customers the best experience possible, whether that's delivering game highlights and scores, or displaying the latest concession stand menu," Richardson said. "We looked at all of the replay and clip server systems on the market that could record and play back video the way we needed it to and chose the Grass Valley K2 Summit server. Based on our price versus performance metrics, the

competition wasn't even close. At the end of the day the Summit platform gave us much more of an edge."

Richardson chose two Grass Valley server systems: a K2 Dyno Replay System to enhance what's shown on the video displays throughout the building, and a standalone four-channel K2 Summit server for playback of a variety of pre-recorded video clips. The Grass Valley systems are now used for a variety of live events, including a recent two-day "Monster Jam" monster

**"After two or three games of working with it, my main operator said that the K2 Dyno was very easy to use and should set the standard for replay systems in live sports production going forward. We've seen other replay systems come and go in this business, so for my money, I'll stay with tried and proven Grass Valley technology."**

**Merrill Richardson**, Director of Facilities  
Lexington Center Corporation



“We zeroed in on the Grass Valley Summit server because we think it is one of the best products on the market. We talked to a lot of people in the industry and found that there are a lot of happy customers using the K2 Dyno Replay system. That was important to us, because we didn’t want to commit to a system that was not tested in real-world situations and did not have a lot of installed units in the market. Nearly every Grass Valley user we asked said it was the best system they had ever used. We also think the server offers great value.”

**Merrill Richardson**, Director of Facilities, Lexington Center Corporation

truck event. There are also rodeos, truck pulls, the state high school boys basketball tournament, school graduation ceremonies and, of course, the University of Kentucky Men’s basketball games.

The cost of the systems was an initial consideration, but it was not the main purchase driver. According to Richardson, image quality and system reliability was. Ease of operation, the amount of rack space it needed, and the support that he would receive from Grass Valley all contributed to the decision. The systems were installed and fully operational in November 2011 and have worked flawlessly ever since.

Training is typically a time-consuming issue when implementing new technology, but his operators embraced the K2 Dyno Replay System almost immediately, requiring only one day of commissioning from Grass Valley, then another day of instruction by a Grass Valley trainer. Basically, within a half hour on that second day, the operators at Rupp Arena were able to work the system.

Among the features of the K2 Summit server that Richardson said set it apart from others is the built-in USB Flash drive port on the front of the server. This simple addition streamlines their workflow by allowing them to hand off a video file to a client in a matter of seconds, eliminating the need to

make duplicate tapes (which they did extensively previous to getting the K2 Summit servers). The K2 Dyno Replay System is also “perfect,” according to Richardson, for developing a highlight reel of that night’s game, and then allowing the client to walk away with a finished playlist.

“The K2 Dyno Replay System has added a new level of sophistication to the display systems for Rupp Arena audiences,” Richardson said. “During the game, a highlight reel is created and played back during intermission. Another reel is developed at the end of the game and played back as the fans leave the arena. We can create highlight reels in as little as five minutes. It’s that easy.”

The four-channel K2 Summit servers were ordered with Grass Valley ChannelFlex™ enabled on them, allowing Richardson and his team to expand those four channels and increase their functionality to eight bi-directional streams. At Rupp Arena, they now record four cameras on two of the channels and the other two channels are dedicated to playback.

Used together with the K2 Summit server and the K2 Dyno Replay Controller, ChannelFlex makes the Grass Valley K2 Dyno Replay System more capable, smaller in size (2 RU), and more affordable than most replay systems on the market today. Yet it still offers all of

the functionality of multichannel capture and playout—including super slow-motion features and instant replay capability.

At Rupp Arena, they use one channel on one K2 Summit for recording feeds and then switch to four channels of playback on the K2 Summit clip server (the older clip server system that was replaced only offered two channels). The older replay system that the K2 Dyno replaced also had only two channels of record and playback, so the operator had to switch inputs as the action moved up and down the court during a basketball game. Now, with the new Grass Valley servers and replay system, Richardson and his team can record all four cameras and are ensured of never missing a second of the action.

For Richardson, the best part of the new file-distribution equipment is that management and fans have noticed the new enhancements now being provided at the company’s many facilities with the Grass Valley K2 Summit servers and K2 Dyno Replay System.

“We don’t have time to waste with equipment that does not perform when and the way that we need it to,” Richardson said. “When it comes to live entertainment, a lot is riding on ensuring a good experience for our fans and we take that responsibility very seriously. In this case, we didn’t have to spend a lot to get a lot.”

## GLOBAL SERVICES



Grass Valley Global Services specializes in the defining of, deployment of, and support of today’s dynamic file-based workflows, based on Grass Valley and third-party solutions. With Grass Valley Global Services, you can achieve your operational goals in the most efficient and cost-effective way possible with a partner you can trust.

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