Wiring Diagram

FOX SPORTS — StreamNet VIEW Pro E120
SATELLITE RADIO — MediaLinX NS-MLA4000
DVD/Cable/Sat — StreamNet VIEW Pro E120
PC — StreamNet VIEW Pro E120
IMPRESS Digital Signage Player — StreamNet VIEW Pro E120

Ethernet Switch

Entrance — StreamNet VIEW Pro D110 — Live Game Big Screen
Concessions — StreamNet VIEW Pro D110
Prices and Advertising
Store — VIEW SL251 910-225-006 — Speakers for Music and Announcements

Boxes — StreamNet VIEW Pro D110 — Multiple Screens — VIEW NS-TL700
Field — StreamNet VIEW Pro D110 — Jumbotron
Environmental — StreamNet VIEW Pro D110 — Digital Artwork

Equipment List

Encoders:
VIEW Pro E120
MediaLinX NS-MLA4000

Decoders:
VIEW Pro D110

Amplifiers:
VIEW SL9250 - 910-225-008

Digital Signage Player:
IMPRESS IM100

Gigabit Ethernet Switches:
VIEW NS-SW5548

User Interfaces:
VIEW NS-TL700

Power Supplies:
VIEW PL960 - 910-225-005

Contact TechSales for Installation, Design and Quote Assistance:
800-705-2103
techsales@clearone.com

About ClearOne

ClearOne is a global communications solutions company that develops and sells conferencing, collaboration, streaming media and connectivity systems for audio, video, and web applications. The reliability, flexibility and performance of the company's advanced comprehensive solutions enhance the quality of life through better communication, education and entertainment.

ClearOne delivers the ultimate IP A/V experience by distributing high definition audio and video over TCP/IP networks. ClearOne's products are designed for commercial and residential use, offer unprecedented levels of performance, functionality, simplicity, reliability and expandability. By combining audio/video content, meta-data and control signals into one stream, ClearOne's patented StreamNet™ solutions are a smart investment, enabling the Power of AV over IP™ – today.

ClearOne's StreamNet technology provides elegant solutions for streaming media & control applications such as digital signage, distribution of HD video and audio, LAN Cloud Matrix Switching™, and audio paging over data networks.

Stadium Managers love StreamNet. Here's Why:

1 Stadium projects by definition are immense and have massive distance requirements. StreamNet is the perfect solution since its Internet Protocol technology eliminates signal degradation inherent with RF and baseband products. In StreamNet systems, multiple streams of HD audio and video may run for thousands of feet — even miles — without loss. Best of all, StreamNet works peacefully over a facility's existing network infrastructure.

2 Stadium systems have hundreds of endpoints, especially displays. Unlike traditional RF or baseband solutions, StreamNet allows nearly unlimited endpoints. In addition to this nearly limitless scalability, every StreamNet device can display different information while providing two-way interactivity, enabling customers to summon help — or order more food!

3 For projects which mandate mission-critical reliability and 24/7 uptime, StreamNet offers the best solution. Stadium projects require maintenance and service efficiency. StreamNet is the only complete solution available with no single point of failure, allowing easy provisioning and remote management.

Not Just Stadiums - StreamNet is designed to be the most robust, scalable, mission critical, audio, video, signage and control platform for small, medium or large sized facilities. As fitting as these solutions are to a ballpark, ClearOne's StreamNet solutions may be applied just as easily in hospitals, schools, hotels, conference centers, transportation hubs, courthouses, worship facilities, shopping malls, restaurants and similar high traffic environments. StreamNet solutions are also the best and most advanced system for any size residential project.

Deliver the ultimate A/V experience in your facility with StreamNet – the wisest choice.

A Day at the Ballpark

ClearOne

OppDoc #1: An Introduction to Digital Signage
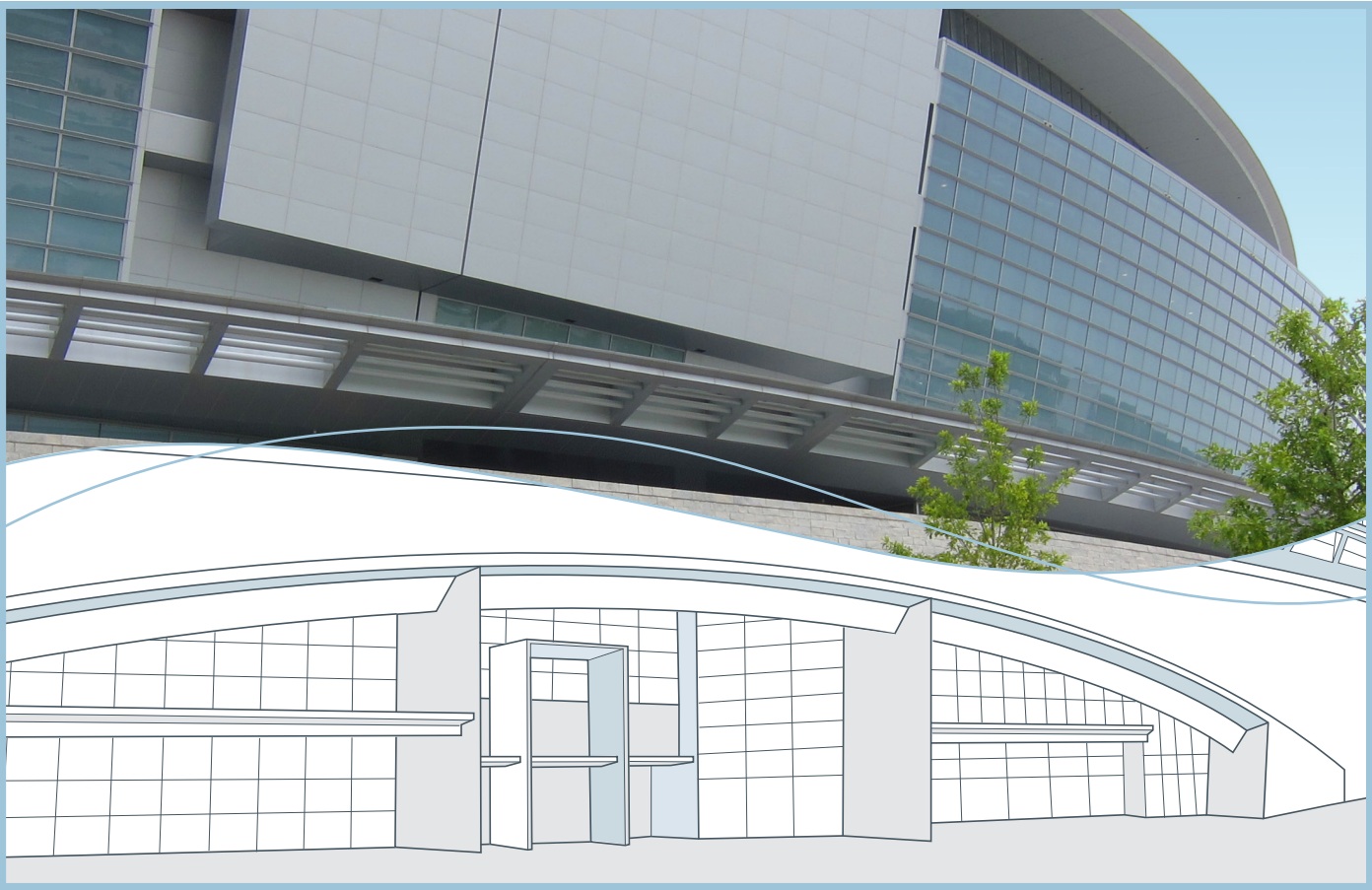
Interactivity and multimedia drive consumer engagement in today's hyper competitive marketplace. Businesses who harness the power of digital signage drive revenue, improve customer service, enhance public safety and engage employees, customers and the public in new ways.

This business application guide from ClearOne, created for facilities managers, operations directors, public safety officers and marketing executives, uses the modern-day ballpark as a storyboard to illustrate how a digital signage system using StreamNet® solutions deliver a wide range of signage features over the same network infrastructure carrying the facilities' HD audio, video and control signals. StreamNet solutions enhance nearly every aspect of the customers' stadium experience.

StreamNet network architecture allows for easy scaling to any size project and does not pose distance limitations. Using StreamNet, a ClearOne digital signage solution may be installed and expanded quickly at a lower cost than competing

Deliver audio, video and control signals over a standard IP data infrastructure.

systems and allows mixing and matching of nearly unlimited audio and video sources to any number of endpoints. Additional capability allows the solution to do what no other can by allowing data to be delivered bi-directionally, enabling applications such as facilities monitoring, help desk or security.

Now, let's take an imaginary walk through your stadium to see a few of the opportunities where digital signage can improve customer engagement, reduce merchandising costs, increase marketing and branding exposure and improve safety and general messaging to ensure government regulations are met and best practices applied.

Opportunity 1: Park entrance

A visitor will interact with digital signage for the following purposes:

+ Information such as directions, maps and event schedules

+ Sales and promotional advertisements specific to corporate sponsors, the concession stand or team store

+ Announcements such as emergency exit notifications, safety notices and green recycling messages

With no distance limitations, or limit to the number of end-points, StreamNet solutions have become the standard for high reliability projects.
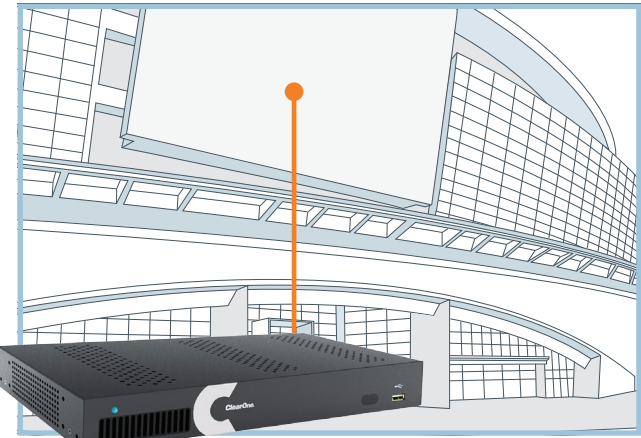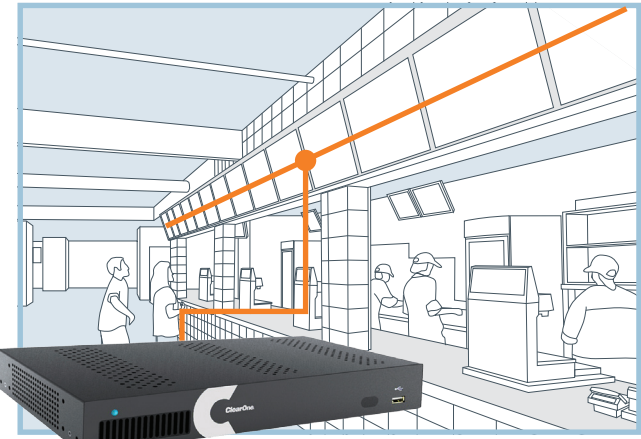

StreamNet VIEW Pro D110

Opportunity 2: Food and concessions stands

Digital signage allows:

+ Uniform control of pricing and food description updates allowing all displays to be easily managed and updated

+ Advertising opportunities by food vendors or corporate sponsors, specific to stadium location

With a flexible and powerful user interface, the StreamNet system may be easily operated and managed remotely if required.

StreamNet VIEW Pro D110

Opportunity 3: Team store

Digital signage enables:

+ Pricing and advertising offers to be presented in fun and engaging ways via multimedia

+ Uniform control of marketing and promotional offers across the site or multiple sites

+ Make targeted marketing announcements

StreamNet end points provide an easy to operate user interface so store employees can control and operate the system without advanced training.


VIEW SL251 - 910-225-006

Opportunity 4: Box seats

Ways StreamNet solutions enhance box seats include:

+ Private display for current game replays or even additional games

+ Private box interactive catering menu with two-way voice and beer button features

+ In-house scoreboard information and dashboard views

+ Corporate branding specific to the owner of each box, highly customizable to individual suites

+ Emergency messaging, including exit details

Digital signage can provide a custom or enhanced feeling compared to the flat corporate messaging seen throughout the rest of the park.
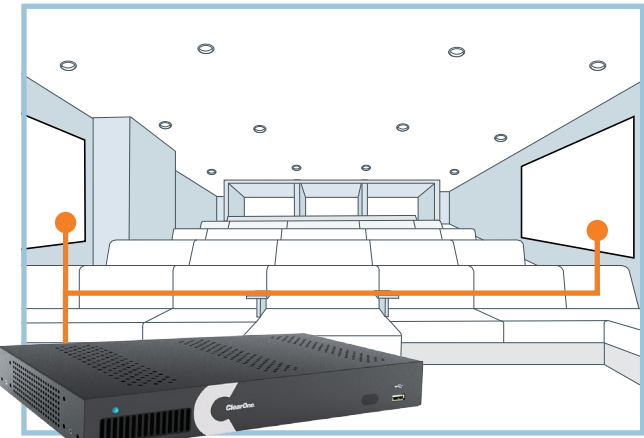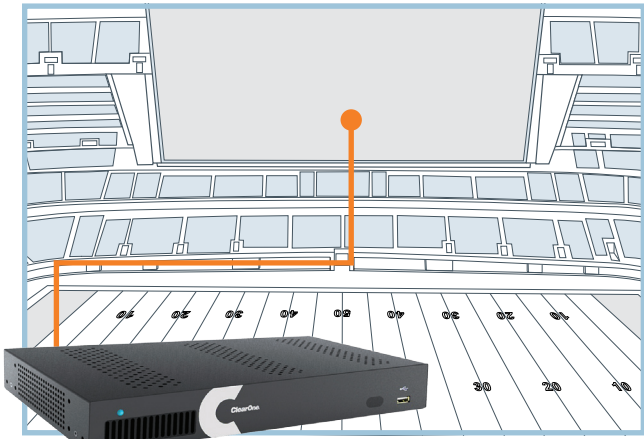

StreamNet VIEW Pro D110

Opportunity 5: On the field

Once in the park, signage can deliver:

+ Safety messages and upcoming events

+ Corporate promotions and advertising

+ Leader boards and dynamic information or statistics posting

+ Text-to-screen messages from fans

StreamNet synchronizes video for multiple displays to less than one millisecond, which means several screens can be placed within a visitor's vantage point without concern about signal delay. Picture quality and audio video data rate is also adjustable for each independent display or zone, which means for the largest displays in the park, maximum resolution can be used ensuring the very best in picture and sound.
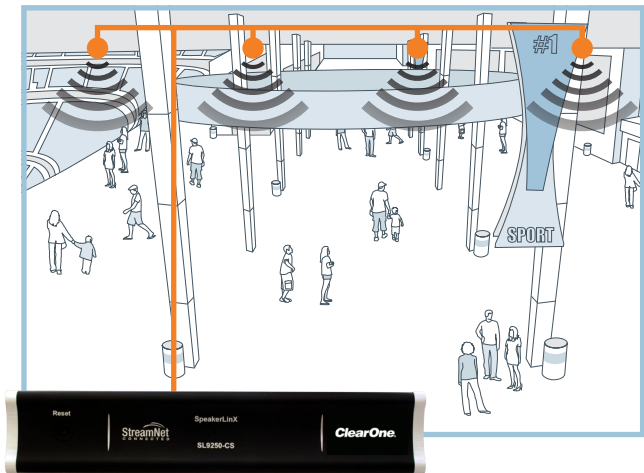

StreamNet VIEW Pro D110

Opportunity 6: Environmental graphics

Modern advertising at work with:

+ Multimedia artwork and audio

+ Special seasonal graphics

+ Mass notification for safety messages and upcoming events

+ Emergency exits

VIEW SL9250 - 910-225-008

Did you know?

StreamNet does not require a separate network, devices peacefully coexist with data services or other applications. StreamNet multimedia encoders convert audio, video and control signals into streaming data that can be sent across any ethernet based network using Internet Protocol (IP). StreamNet multimedia decoders convert the IP stream back into audio, video and control signals used for playback on display devices and speakers.

Did you know?

That you can mix and match sources, such as Blu-ray players, CDs, satellite and cable boxes, video cameras or computers, allowing virtually any audio, video or data source to be used with a StreamNet solution. StreamNet is an interactive network technology, so audio channels can be sent back over the network to contact a help desk or security office while simultaneously allowing the overhead speaker system to play the audio track for the video display. No extra components are needed for these features!