



CASE STUDY: URSINUS COLLEGE



Ursinus College



AT A GLANCE

Project Highlights

- Installed an LED Video Board
- Upgraded Stadium audio system across 3 venues
- Integrated a PTZ camera & front end production system
- Enhanced and relocated the video production control room

Key Products

- Daktronics LED Video Board
- Biamp Outdoor Speakers
- BirdDog Outdoor PTZ Cameras
- Vizrt 3Play / TriCaster
- Clear-Com Intercom



"AVT upgraded an antiquated system and exceeded expectations by creating a modern and engaging environment for our student athletes and delivering a system that is easy for our coaches to use yet powerful for game day production."

James Shuttlesworth
Information Technology
Ursinus College

OBJECTIVES

Ursinus College faced outdated audio and video systems at multiple athletic venues, including Patterson Field. The legacy infrastructure limited game day production quality and failed to meet current expectations for fan and athlete engagement.

SOLUTIONS

AVT partnered with Ursinus to overhaul their athletics facilities with a comprehensive upgrade:

- **Audio Enhancements:** Replaced outdated systems at three venues with outdoor rated speakers and subwoofers, each controlled via user friendly wall mounted touch panels in press boxes or dugouts
- **Video Integration:** Installed outdoor rated PTZ cameras with NDI input into a new campus wide production system. Controlled from Ritter Hall, these cameras empower real time content creation
- **Control Room Upgrade:** Outfitted with multi view monitors, integrated equipment racks, and dual TriCasters for simultaneous event switching and live replays using 3Play
- **Scoreboard Installation:** As the Prime Contractor, AVT oversaw the installation of the Daktronics LED board and traditional scoreboard, managing all coordination, testing, and commissioning

RESULTS

- **Fan Experience Elevated:** The new Daktronics board and upgraded audio significantly improved game day energy
- **Operational Efficiency:** Easier system control for coaches and smoother gameday operations
- **Client Satisfaction:** Positive feedback from students, staff, and administrators



610-407-0776



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