



Fortress Data Centers Use Case.

Capturing a Wider Audience for Sports During Restricted
Periods like Pandemic Lockdowns

Contact Fortress Data Centers at
info@fortressdc.com or call 1-800-940-0997 to
learn more about getting closer to your end user.



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Professional sports teams are playing to cardboard cutouts of fans in the audience. NASCAR is racing with empty stands. High school athletes are being denied the experience of playing in front of their parents, friends and supporters. As in all aspects of current life, there is a considerable societal toll being placed on athletes of all types. Fans and participants alike are being denied the opportunity to enjoy sports as we have known them, and a generation of future stars is at risk of being left behind.

Technology has a place in filling a gap with Edge Computing, Machine Learning and 5G creating the potential to exponentially increase the audience base now and post-pandemic. A strategy that combines a locally supported Edge environment with interconnectivity to the cloud will bridge the gap between the physical and virtual and allow all to participate.





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*“With new ways to use **virtual reality (VR)** and **augmented reality (AR)**, this can all change dramatically and lead to **longer-term revenue streams.**”*

Use Case: Professional Sports Baseball Venue

San Francisco’s Oracle Stadium is in the heart of the Bay Area technology corridor. Without fans, it is a large hole with limited use. The new reality of a pandemic has forced the use of disinfection stations, temperature control checkpoints and acceptable social distancing. Fans though, are currently left out and with uncertainty of when they will return, games or events staged there are not as exciting.

Scenario

With new ways to use virtual reality (VR) and augmented reality (AR), this can all change dramatically and lead to longer-term revenue streams for the leagues, teams, venues and vendors.

Integrating a Digital Twin (3D, photorealistic virtual representation of the physical) and populating the Digital Twin with realistic looking avatars tied to actual fans can change the game dramatically. Fans “buy” a stadium seat and pay based on location of that seat much like they do in the physical stadium. They watch the live event from that perspective with everything they expect. They can turn to their left or right and talk to the fan next to them because they are in a virtual space where other fans are, watching and interacting with the experience around them. They can even coordinate a “wave” by physically standing up and sitting down. If they want a different perspective, they can see the empty seats at the stadium and move to one of those with a small upcharge or as part of their season pass. The opportunities for creating a new entertainment experience are extensive and virtually untapped.



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*“Players can play, parents can enjoy, **sponsors can be recognized**, and matches can live on forever.”*

Use Case: Local High School Soccer Game

The basics of the Professional example are relevant for any venue. Spatial mapping of the venue can be done. A set of portable cameras can be set up around the field. Edge Computing and local file management can initially process the stream and upload to the cloud via a 5G interconnected provider network. Smaller, virtual stands can be created dynamically to bring the fans together, team by team. Players can play, parents can enjoy, sponsors can be recognized, and matches can live on forever. All who participate can look back over a lifetime of participation and enjoyment.



Challenges

The challenges with bringing these Use Cases into daily life revolve around initial cost to implement. Professional sports leagues and teams can absorb the cost, but the local high schools and other stakeholders will need to have outside resources such as telecom providers and governmental organizations sponsor the setup. Once initial setup is complete, this can become a fund-raising platform or additional revenue streams.

Fortress Data Centers delivers ultra-low latency network solutions with dense fiber connectivity and collaborates with technology partners for AR/VR, Software Defined Networks (SDN), Carrier 5G and other providers to bring all stakeholders in sports, back into the action.

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