

SPRINT AT LUCAS OIL STADIUM

Using Digital Signage to Strengthen Brand Identity



Basic Stats:

Client: Dimensional Innovations (Sprint's Design Agency)

Type of Client: Public Spaces

Project Details:

Sprint signed on as a sponsor of the new Indianapolis Colt's Lucas Oil Stadium and wanted to establish a strong brand presence through digital signage that reflected their leadership in the industry and showcase their messages through cutting edge technology.

The Challenge

Sprint® is a leader in the cellular phone and wireless networking industry, offering a comprehensive range of wireless and wireline communications services for consumers, businesses and government users. Sprint is widely recognized for developing, engineering and deploying innovative technologies, including two wireless networks serving nearly 51 million customers at the end of the third quarter 2008; industry-leading mobile data services; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone.

To further their brand positioning and exposure with sports enthusiasts, Sprint signed a five year sponsorship of the new Lucas Oil Stadium in Indianapolis, IN. This stadium is the new home for the NFL's Indianapolis Colt's team and expects a first year attendance of over 1.5 million sports fans. Sprint's sponsorship provided an expansive branding opportunity within the entire eastern concourse of the stadium.

As a leader in developing new and innovative technologies, Sprint was determined to provide a cutting-edge, technology driven experience for stadium visitors. To make their vision a reality, Sprint partnered with Kansas City-based Dimensional Innovations to design and fabricate the concept, and incorporate digital media technologies to complete the "Sprint Experience".

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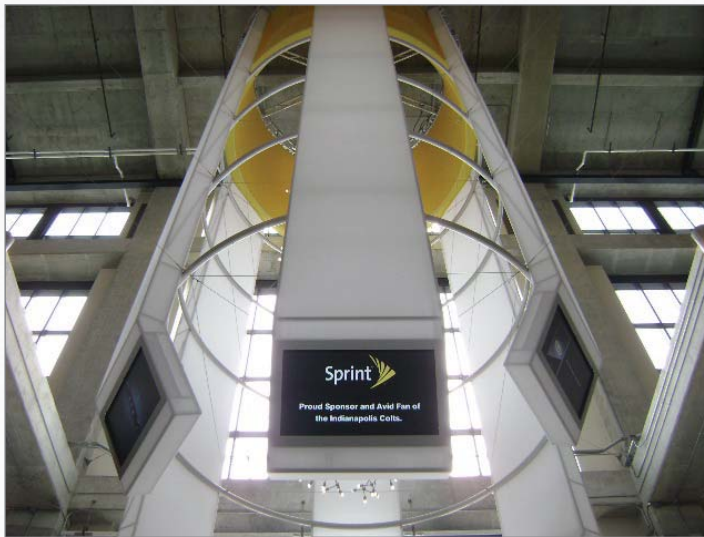
The Solution

Dimensional Innovations partnered with Wireless Ronin Technologies to supply the "Sprint Experience" using a range of hardware, software and related services. Wireless Ronin used its turn-key, total solution approach to complete various areas of the project including hardware, digital signage software, digital content expertise, project management, installation and ongoing service and support.

The "Sprint Experience" includes various applications of digital signage technology which are all wirelessly networked through the concourse. The program consists of 42 total screens mounted throughout the concourse in coliseum areas.

The 5 main areas of screens in the "Sprint Experience" program are the "Center Pieces" with (6) 50" LCD monitors hanging from the ceiling, and North and South Coliseum areas each housing a video wall for interactive games and areas called the Sprint NFL mobile walls. In the north and south areas of the concourse there are interactive football game applications which uses Softkinetics 3D gesture recognition technology in conjunction with Wireless Ronin's RoninCast digital signage software. The game is played on a video wall consisting of (9) 46" LCD screens with full game audio. Softkinetic's 3D interactive

simulation game allows sports fans the opportunity to play quarterback in a football game without having to physically touch the screen.



By standing in a designated zone in front of the screen their movements are tracked by the gesture tracking technology and replayed onto the screen. Through the RoninCast digital signage software, users are able to receive a 10 second video clip of themselves playing the game by entering in their information into a kiosk located next to the video wall.

Users can request a copy of their video clip, along with a still image of the game, through a 19" touch screen kiosk by entering an email address or Sprint mobile phone number. The RoninCast software is able to retrieve and store this contact information and provide it to Sprint for their ongoing marketing use.

Above each interactive game there are (4) 40" screens playing tutorial content for how to play and Sprint promotional content about their products and services.

Opposite of the interactive games are the NFL Mobile walls which advertise Sprint's NFL Mobile product. This wall is surrounded by (4) 40" LCD screens promoting this product.



Powered by Wireless Ronin Technologies

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The Result

The completed Sprint Experience creatively and seamlessly framed Wireless Ronin's digital signage into the environment using the design concepts and fixturing of Dimensional Innovations. Sprint was able to turn the environment into a branded promotional atmosphere while at the same time providing fun and interactive ways to engage the stadium visitors. With this program, and by incorporating new, emerging digital signage technologies, Sprint has reinforced their position as a technology and brand leader and a visionary in their industry.

About Wireless Ronin Technologies, Inc.

Wireless Ronin Technologies, Inc. (www.wirelessronin.com) is the developer of RoninCast®, a complete digital signage software solution designed to address the evolving digital signage marketplace.

RoninCast® digital signage software provides clients with the ability to manage a digital signage network from one central location.

The software suite allows for customized distribution with network management, playlist creation and scheduling, and database integration.

An array of services is offered by Wireless Ronin to support RoninCast® digital signage software, including consulting, creative development, project management, installation, hosting and training. The company's common stock is traded on the NASDAQ Global Market under the symbol "RNIN".



“With Wireless Ronin we are able to meet Sprint's objective of leveraging advanced technology to enhance the brand position by giving consumers what they want, when they want it.”

- Tucker Trotter, President of Dimensional Innovations
(Sprint's Design Agency)



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