The Clear-Com
Connected Sports Campus

Enhancing College Sports Broadcasting Capabilities

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AN HME COMPANY

WHAT IS A CONNECTED SPORTS CAMPUS?

Broadcasting sporting events can have several benefits for colleges, including promoting the institution overall, boosting school spirit, generating revenue, providing hands-on educational opportunities, and recruiting potential students and athletes. In the Name, Image, and Likeness (NIL) era these broadcast activities play an important role in promoting key athletes, especially in non-revenue sports.

Broadcast College Sporting Events   Connected College Sports   Boost School Spirit   Elevate Image of College   Increase Revenue   Enhance Educational Opportunities
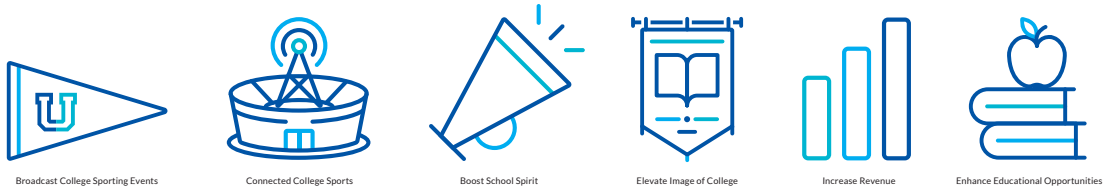
The concept of a Clear-Com Connected Sports Campus™ starts with an understanding that *underlying* any media/television production *is the need for intercom communications*. This kind of production activity can be optimized with a well-designed system, as well as uplifting the contribution of novice operators at any number of positions in the crew by putting real-time advice into their ear.

Within college sports, the schools are responsible for the overwhelming majority of live event production. Even at conference championships, one of the responsibilities of the host school is to stream the event.

In terms of the output quality, there is often little difference between a sports production created by an Outside Broadcast truck on national TV and what a college athletic department can do completely in-house. Yes, there are distinctions, especially financially, but current technology is making it possible to have a great broadcast with high production standards without a commercial mobile unit.

A Clear-Com Connected Sports Campus includes the linking of multiple sports venues and amenities, such as stadiums, arenas, fields, and training facilities, all located within close proximity to each other and integrated with modern intercom technology and standard network infrastructure.
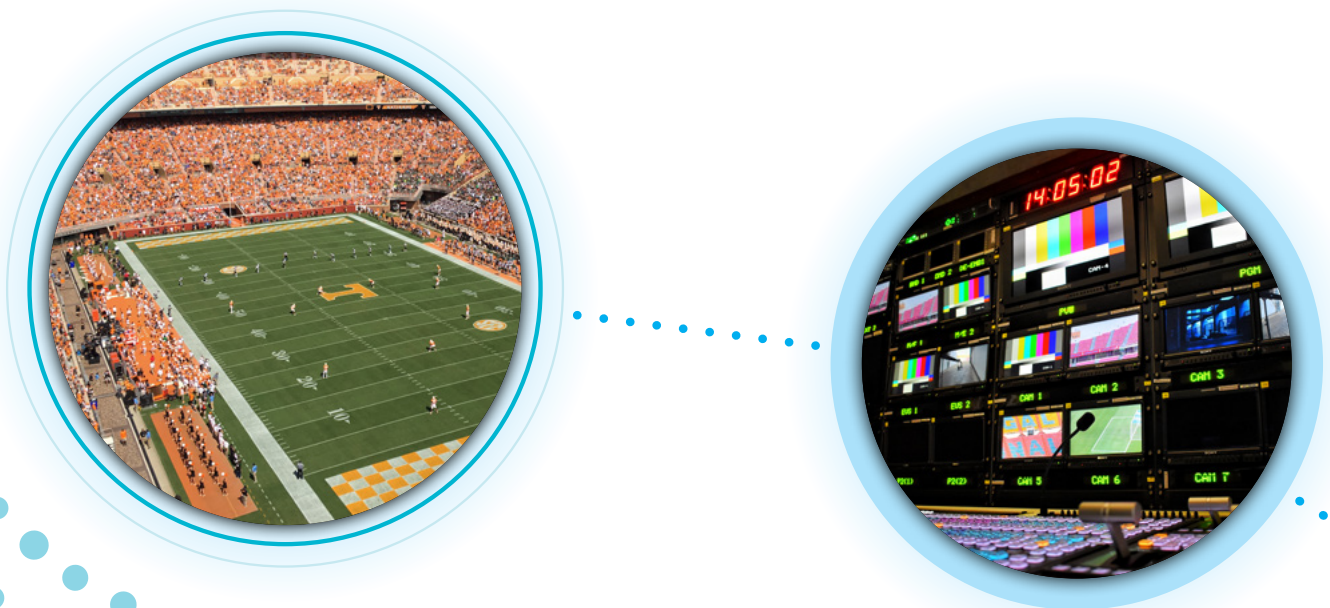
CHALLENGES

Numerous options are available for connecting video to major sports networks, but these sports networks encounter difficulties when schools lack the appropriate intercom setup to communicate effectively with their directors.

Usually, athletic departments that invest resources in live event production come from humble beginnings, having worked on folding conference tables or in small, converted rooms under stairwells. They often face questions about establishing a proper control room. Different levels of capability, excitement, engagement, and experience can be found, but fortunately, most schools have an AV director or media professional to aid in this endeavor. Regarding intercom systems, Clear-Com initially offers support in the form of a design team who can assist colleges in building proper control rooms and overcoming connectivity challenges.

Many of the unique challenges which college and universities face begin after placing the control room somewhere on campus and, once situated, *how to connect to the many other sports venues* that may be important to the overall ongoing broadcasts.

A defined control room is often situated within a strategic sports venue that the school features – like the basketball arena, and if the school is lucky, they may have two control rooms and maybe even a studio. Connections from the control room to other key sports venues or fields can be easier said than done. This is where Clear-Com Connected Sports Campus solutions make partitioning communications to service simultaneous productions around the campus very easy to understand and set up.

MOST INTERCOM SYSTEMS CAN BE LESS COMPLEX

Choosing an intercom system or repurposing an existing intercom for a multi-venue campus-wide facility is a blend of budget, existing wiring considerations, and potential intercom size.

The most recent Clear-Com development introduces a groundbreaking solution that unites various intercom platforms, including simple two-wire partyline, wireless, and matrix-based systems, into a single, self-contained, IP cross-functional central station.

Designed for the heart of your broadcast center, the Clear-Com **Arcadia Central Station** serves as a seamless bridge between analog and digital technologies, facilitating communication between a central control room and various local production teams. These teams may include announcers, camera operators, stage managers, in-house replay coordinators, videoboard operators, timeout coordinators, marketing personnel, and crucially, remote venues.

By integrating with other Clear-Com IP-based products such as the FreeSpeak II Wireless Intercom and Dante audio, as well as networked wired partyline, the Arcadia Central Station offers a comprehensive and efficient solution for sports production. It allows for smooth coordination and communication across diverse locations, enhancing the overall broadcast experience.

Arcadia Central Station

FLY-PACKS OR PERMANENTLY INSTALLED

The Clear-Com Connected Sports Campus concept provides various solutions for connecting purpose-built venues across campus or portable setups, such as fly-packs, which can be positioned as needed at fields or venues on gameday.

As part of this concept, Clear-Com's LQ IP Series of Interfaces act as gateway IP-enabled bridging devices, facilitating the transportation, distribution, and merging of audio and communication signals over LAN, WAN, or Internet IP infrastructures, including your school network. These LQ devices can effectively network geographically-dispersed audio and communication devices of any brand or technology type within a fly-pack setup.

When integrated into a fly-pack, an LQ device serves as an ideal centerpiece, working alongside a network switch that may be carrying Dante to announcers, ensuring seamless communication and audio networking throughout the sports campus.

FLEXIBILITY FOR SHIFTING TEAM DEMANDS

Another hallmark of these applications for intercom is that the needs of the event are not always clearly understood in advance of the production. Clear-Com's IP-based architecture can help with last minute resource allocation overall, and even more so the award-winning Agent-IC Mobile App and Station-IC Virtual Desktop Client can provide fully incorporated system users operating on commonly available mobile and PC-platforms in a matter of moments. These users can be interconnected to the dedicated hardware-based intercom system to extend the number of members to your functional team through IP connections and utilizing system resources you already have at hand.

OPPORTUNITIES

Sports Broadcasting not only offers significant marketing value for schools and their surrounding communities but also provides an immediate economic boost. Moreover, these broadcasting systems are highly versatile and can be utilized for various streaming events, such as graduations, campus-wide meetings, and other programs. This opens up diverse funding opportunities, including general administration funds and external event business funding, contributing to the resources of athletic departments.

Certain funding sources are available from conference and broadcaster rights pools, which have specific production requirements and provide resources for conference TV deals. Intercom systems, like the Clear-Com Connected Sports Campus concept, are vital tools in meeting and exceeding these funding source criteria, allowing colleges to produce broadcasts of major sports network caliber.

Embrace the Clear-Com Connected Sports Campus today to upgrade your college's sports broadcasting capabilities and enhance your institution's overall image, revenue potential, and educational opportunities. With a comprehensive intercom system and infrastructure in place, colleges can elevate their sports broadcasts, strengthen their brand, engage their community, and offer valuable educational experiences for students. Take your college's broadcasting capabilities to the next level with the Clear-Com Connected Sports Campus solution.

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About Clear-Com®

Clear-Com, an HME company, is a trusted global provider of professional real-time communications solutions and services since 1968. We innovate market proven technologies that link people together through wired and wireless systems.

Clear-Com was first to market portable wired and wireless intercom systems for live performances. Since then, our history of technological advancements and innovations has delivered significant improvements to the way people collaborate in professional settings where real-time communication matters. For the markets we serve – broadcast, live performance, live events, sports, military, aerospace and government – our communication products have consistently met the demands for high quality audio, reliability, scalability and low latency, while addressing communication requirements of varying size and complexity. Our reputation in the industry is not only based on our product achievements, but also on our consistent level of customer engagement and dedication to delivering the right solutions for specialized applications, with the expertise to make it work. Around the globe and across markets, Clear-Com's innovations and solutions have received numerous awards and recognitions for ingenuity and impact to customers.

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