

Venues Brochure

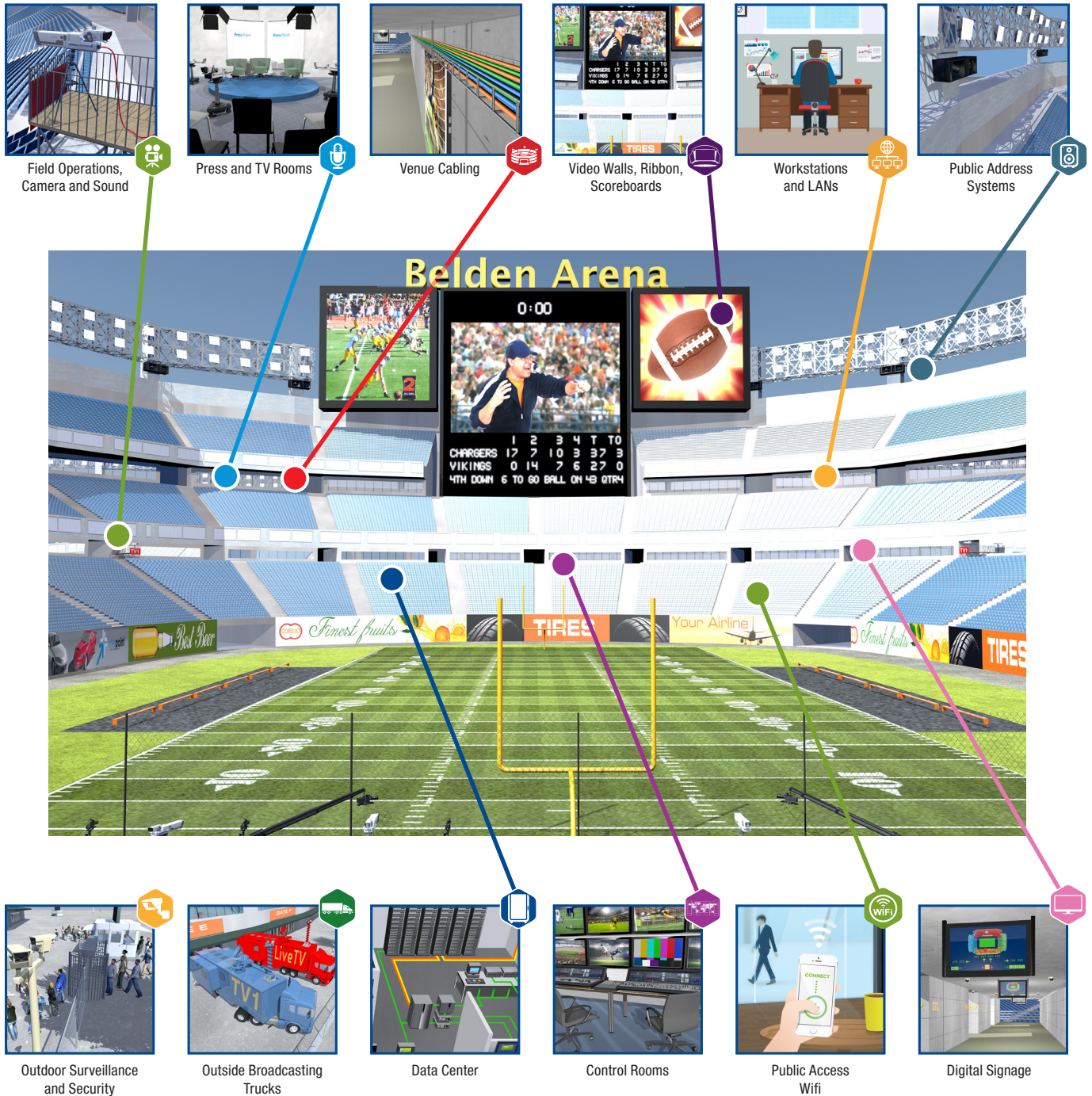
Behind-the-scenes infrastructure that supports a greater fan experience, state-of-the-art technology and the ability to accommodate a wide variety of events will help venues stay relevant today, tomorrow and beyond.



**Be certain.
Belden.**

End-to-End Solutions for Large Venues

Infrastructure that supports feature-rich entertainment during your events can increase fan engagement and communication, improve safety, and open up new revenue streams. Whether fans are inside the venue watching the action live or enjoying the surrounding entertainment spaces, they expect seamless connectivity, integrated sound and video, and interactive entertainment.



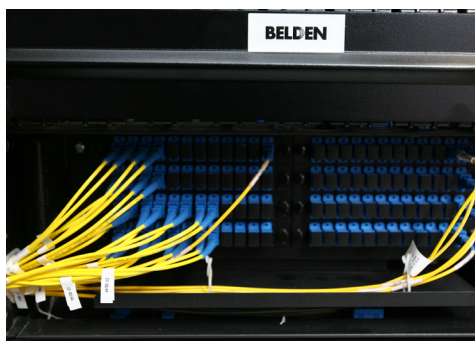
Putting Technology at the Forefront of Your Events

Next-generation sports and entertainment venues increase audience engagement, interaction and enjoyment – which means more profits for these facilities. Cutting-edge technology and communications immerse fans in a full experience – they get in on the action instead of watching from their seats. A robust, reliable, high-performance infrastructure supporting voice, live video production, data and mobile is what makes this all possible.

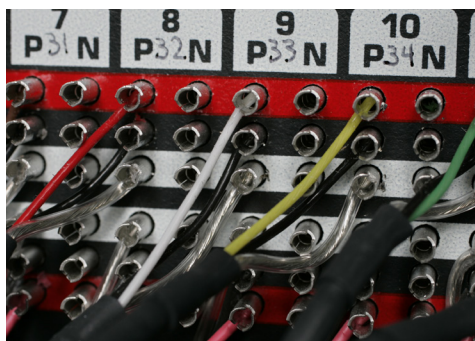


Belden Provides Facility-Wide Product Breadth for Lucas Oil Stadium

When Lucas Oil Stadium was built for the Indianapolis Colts, the cabling infrastructure served as the foundation for integrated networking, data/voice communications, broadcast and AV systems, CATV, building management and control. Working with Belden products for 40+ years, consultant Wrightson, Johnson, Haddon & Williams, Inc. (WJHW) specified Belden end-to-end cabling and connectivity solutions to support the fan experience, whether it was an NFL football game, an NCAA basketball tournament, a big-name concert or a national convention.

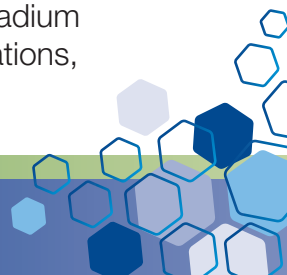


Lucas Oil Stadium's data backbone uses 30,000 feet of FiberExpress singlemode fiber optic distribution cables and connectors, linking the main equipment room to 50+ telecommunications rooms and AV amplifier rooms. Nearly 1 million feet of MediaTwist Category 6 UTP cable supports 2,500 outlets serving 4,500 data termination points in offices, meeting rooms, lounges and suites. More than 700,000 feet of coax cable backs the stadium's broadcast and AV framework.



For in-stadium live video production, Lucas Oil Stadium relies on a production switcher, routing switcher and interconnecting fiber products from Grass Valley, a Belden brand, to feed the video boards within the venue.

From fire alarm and access control to HD-quality video displays and building management systems, Belden's state-of-the-art solutions provided everything the stadium needed to elevate fan comfort, security, communications, convenience and entertainment.





Daytona Speedway Relies on Belden's Trusted Quality

Investing in infrastructure to support technology now – and well into the future – was important to serve the excited fans who descend on the modernized Daytona International Speedway for promoting motorsports-themed activities such as AMA Pro Racing, Supercross and NASCAR-sanctioned events.

As part of the \$400 million DAYTONA Rising re-imagination project, the Daytona International Speedway created an impressive, fully immersive, futureproof guest experience. The team chose Belden as its cable provider, knowing it would recommend the right type of cabling for reliable performance, the support of new technology arriving on the scene and flawless AV connectivity.



Bridging the gap between old and new technology, Belden provided multi-channel audio, speaker, Category 6+ and HDMI cabling that allowed existing AV systems to continue to operate while also offering the capability to support new AV systems once they were installed. Belden's cabling solutions are easy to install and are engineered to maintain signal integrity despite harsh installation conditions. With easy-to-strip jackets, installing Belden products helped meet project timelines and installation budgets.

The long-lasting quality offered by Belden cabling allowed Daytona International Speedway to turn the facility into a first-of-its-kind motorsports stadium – without losing any revenue during the re-imagination. The facility is now set up for future growth capacity that will not sacrifice reliability.





Solutions Expertise from Belden Gives Busch Stadium an Edge

With a highly sophisticated AV system that reaches into every corner, Busch Stadium in St. Louis required hundreds of thousands of feet of cabling to fulfill broadcasting, AV and control functions.

After evaluating products from several major manufacturers to find the highest-quality cable at the best value, Belden Brilliance broadcast and AV cabling was specified. Belden used its cabling expertise to provide value-added services that saved Busch Stadium time and money, and eliminated the possibility of human error during cable measurement. The broadcast cabling was cut to specified lengths instead of the standard 1,000-foot put-ups. Cables and spools were pre-labeled based on broadcast box locations to reduce mix-ups. Belden also provided onsite installation training so the massive job ran as smoothly as possible.



To produce media for the 11 new stadium-facing state-of-the-art high-definition LED video boards at Busch Stadium, the St. Louis Cardinals selected Grass Valley to equip the stadium with a new live production system. This included five broadcast-quality studio cameras, a new video production switcher to provide multiple programming options around the stadium (such as specialty graphics and feeds to different areas), a hybrid audio/video routing switcher, 10 multiviewers with routing switcher integration, as well as a host of video production infrastructure equipment.



Belden's solutions expertise translates to an impressive experience for fans, whether they're at the stadium, watching on TV or listening to the radio.



Your Infrastructure and Production Resource

Reliability, signal integrity and zero downtime separate outstanding network infrastructure solutions for the sports and entertainment industries. These mission-critical applications require easy-to-install, end-to-end solutions with superior quality, high performance and unwavering consistency.

As part of the Belden family, Grass Valley provides stadiums and venues with live production solutions to enhance the fan experience. With products ranging from super slow-motion cameras combined with instant replay to media servers to production switchers and more, Grass Valley brings the sophisticated home viewing experience that fans have come to expect to on-site video boards and other displays.



State-of-the-art events facilities, sport venues and major broadcast networks around the world rely on Belden, with its trusted quality, facility-wide product breadth, solutions expertise and product warranties.

- Reliable copper and fiber cabling and connectivity
- Live video production solutions
- Physical security and surveillance
- Indoor and outdoor facility solutions
- Unmatched infrastructure solutions
- Streamlined project management
- Reduced installation time and labor costs
- Improved efficiency through palletizing, staging and delivery
- Continuous innovation and technology development and design
- In-house customization capabilities
- Superior long-term, guaranteed performance

Learn more about how Belden resolves network infrastructure challenges associated with stadiums and large venues. [Visit bit.ly/BeldenVenues](http://bit.ly/BeldenVenues)

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