

# Esports Success Story

ALLIED ESPORTS | HYPERX ESPORTS ARENA (2018)

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### THE SOLUTION

While the adoption of a Ross LED Control System was being explored, Ross and Allied Esports first moved forward on the front of house design and deployed the following Ross products; a Carbonite production switcher, XPression Studio to handle traditional character graphics, the Mira + replay system and the Ultrix router. These cornerstone production control room products from Ross quickly became an integral part of the new workflow.



On the LED side, a decision was made to switch to Ross' LED Control system, resulting in a complete Unified Control Solution at Hyper X. XPression Tessera was chosen to render pixel-accurate content for all LED screens in real-time. Custom DashBoard panels were built to seamlessly drive the Tessera engines and the Carbonite Mosaic video processor, as well as the "Hype Tunnel" LED lighting system, a 50-ft LED wall and the entryway LED Dome. DashBoard controlled all of these elements while simultaneously cutting multiple program feeds for distribution to linear or online broadcast channels.



## HYPERX ESPORTS ARENA (2018)

LAS VEGAS NV, USA

Allied Esports is a premier esports entertainment company with a global network of dedicated esports properties and content production facilities. Headquartered in Irvine, California, Allied has played host to some of the largest esports and non-esports events in the world across all their properties, including *The League of Legends All-Star Tournament*, *the Capcom Cup* and *World Poker Tour*.

Their flagship arena and live production facility, the **HyperX Esports Arena**, is located inside **The Luxor Hotel and Casino** in Las Vegas and is the first dedicated esports arena on the Las Vegas Strip. The arena is a 30,000 square foot, multi-level facility with a 50-foot LED wall and a state-of-the-art broadcast center and production studio. After launching in March 2018, the arena has quickly become a global destination for esports fans, teams and streamers.

### THE CHALLENGE

Before switching to a Ross solution, Allied initially chose a different workflow to drive content to their LED walls, entryway dome, and player pods. As a result, Allied were not able to get low-latency video to their screens, and their solution led to a complicated workflow. In order to improve their production quality, Allied needed a unique **Unified Control Solution** that would seamlessly trigger the displays and devices. The system needed to have an easy-to-use user interface that their young staff could master in a short timeframe, and it also had to be able to drive a broadcast production.



The HyperX main stage in The Luxor Casino



# FOR MORE INFORMATION...



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## THE IMPACT

**Alex Markley, Chief Engineer at HyperX Esports Arena:**  
“We are a premier content and arena facility. Our idea is bringing games to the world, and part of what powers that is all this Ross technology that we have in our building.”

**Austen Roberts, Technical Producer at HyperX Esports Arena:**  
“When I first got here, we had a completely different system in the building. We were constantly running into difficulties and delays. Switching over to Ross, it made things ten times easier.”

**Riley Gibbs, XPreression Operator at HyperX Esports Arena:**  
“I’m controlling 3 systems simultaneously to create an experience for the viewer inside the venue who is watching the show live, and I’m creating an experience for the broadcast viewer. I use DashBoard to synchronize these systems together and make my workflow simpler.”

# ARTICLES, TESTIMONIALS & REELS

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[AV INTERACTIVE CASE STUDY OF HYPERX](#)

[HYPERX ADOPTING TO THE COVID-19 PANDEMIC WITH ROSS](#)