

PIERO Sports Graphics Success Story

MINNESOTA VIKINGS (2019)

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MINNEAPOLIS, MN, USA

NFL FOOTBALL, US BANK STADIUM

The **Minnesota Vikings** are one of the 32 franchises that make up the National Football League. The team officially joined the league as an expansion team in 1960 and began competing the following season. They are currently members of the NFC's North Division and have won that division twice during the past five seasons.

The Vikings' home is **US Bank Stadium**, an enclosed stadium in Minneapolis. Built on the former site of the Hubert H. Humphrey Metrodome, the indoor stadium opened in 2016.

THE CHALLENGE

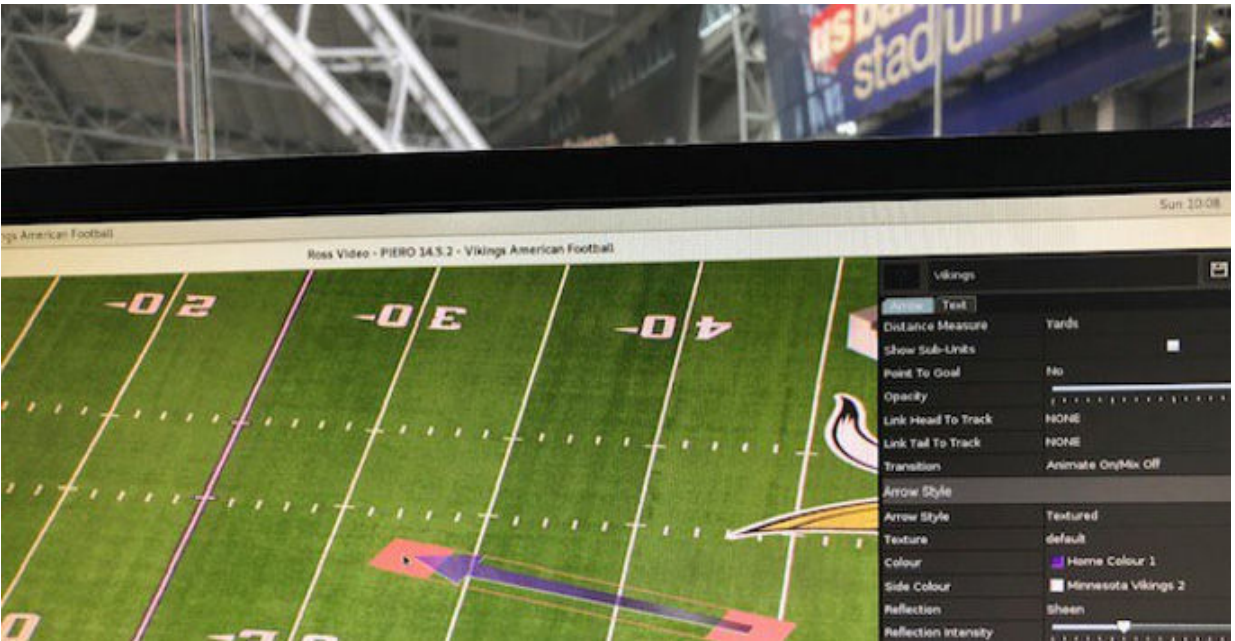
In 2019, the Vikings' broadcast department, **Skolvision**, was looking to elevate the graphics for their in-game highlight packages. They were searching for new ways to engage a fanbase that had become more and more data-driven. The Skolvision team wanted to build graphics that visualized player speed, distance travelled, and separation on multiple camera angles, all in real-time. At that point, no NFL franchise used optical technology to derive and visually track informational graphics for in-game, fan entertainment. The Vikings wanted to be the first to do so.

THE SOLUTION

Ross had recently acquired **PIERO Sports Analysis** and presented the solution to the Skolvision team over several remote sessions.

Custom demo clips were built that detailed player speed and pass launch angle as Skolvision staff developed their vision for enhanced video edits using the Piero system.

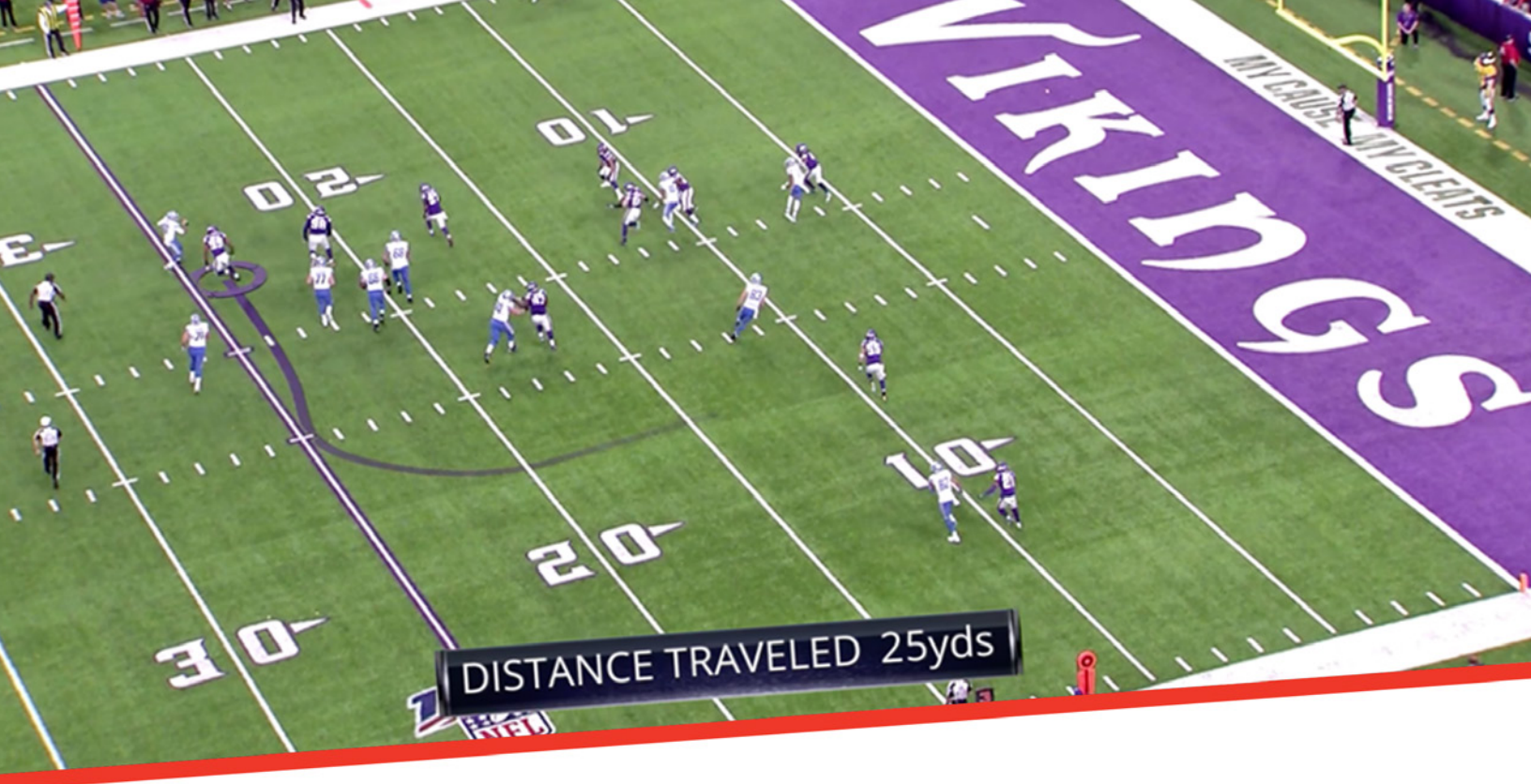
The server was integrated with an EVS server over a DB9 serial connection, allowing the PIERO system to control the EVS output channel via the Sony BVW protocol.



PIERO training at US Bank Stadium.

Ross trained several members of the Vikings staff to operate PIERO in a hands-on classroom setting at US Bank Stadium. In a group brainstorm, the potential operators brought up several different visual effect ideas, including zoom/magnification and running back vision on the Vikings' Skycam. These innovative ideas sparked powerful new ways for the Skolvision producers to tell in-game stories on the fly.

Ross staff stayed in Minneapolis for game-day support as the Vikings ran two different operators on the PIERO system to get them live experience. The operators used several different effects and camera angles to determine what they preferred.



REAL-TIME PIERO TRACKING IN ACTION AT US BANK STADIUM.

THE IMPACT

The Vikings were delighted with the results, and they were able to engage their fans with next-level optically-tracked informational visuals that had only been seen on flagship network broadcasts at that time. Player speed and distance travelled were visualized on several different angles, including a wide “All 22” and the Vikings’ Skycam shots. The creativity exhibited by the first NFL game-day team to sink their teeth into PIERO has furthered the Ross-Vikings partnership, giving the PIERO research and development team a future roadmap destined to lead to more incredible advancements.

Allan Wertheimer, Minnesota Vikings Director of Production Operations:

“After exploring options and the continuation of bringing new technology to our Game Day Experience, it was a no brainer that the next step needed to be partnering with Ross and bringing their PIERO product to U.S. Bank Stadium. A big part of the Vikings Entertainment Network is to bring that experience you may get at home and elevate it when you come to our stadium on a game day. PIERO is just the next step in accomplishing that task. It allows us to give our fans more stats and different perspective of big moments during our games. With its easy-to-use interface, we were able to get up to speed on this piece of equipment in just a couple of days and implement it flawlessly into our stadium show. For us, not only did it deliver for our fans and add to what is already a great game day experience, but it delivered for our sponsorship team as another element that could generate revenue for the Vikings Organization. Since opening U.S. Bank Stadium in 2016, the Vikings Entertainment Network has had a great relationship with Ross and their products. Adding PIERO only strengthens that.”

FOR MORE INFORMATION...



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