



**CHIRP**VISION  
INTERACTIVE EVENT CASTING

**Case Study:** Ice Hockey at Stockton Arena  
ECHL Hockey: Stockton Thunder vs Utah Grizzlies  
March 8, 2014

# 3.8.14 ECHL Ice Hockey StocktonThunder vs Utah Grizzlies at Stockton Arena



A demonstration test for was performed in high density crowd conditions around the arena.

ChirpVision streaming live video to fans



# Ice Hockey at Stockton Arena



Over 7,000 fans attended the game.

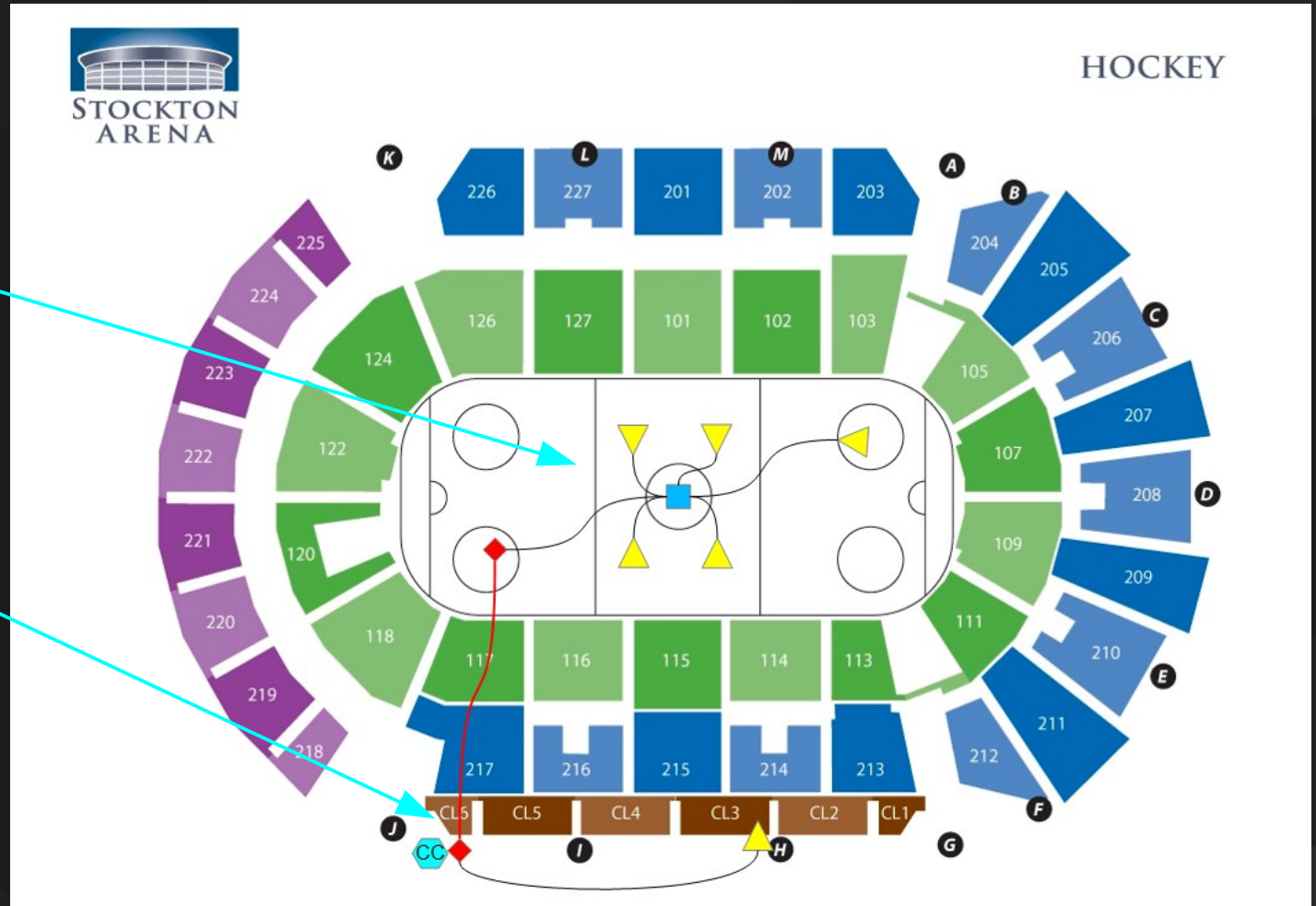
The arena seats ~10,000.



# WiFi Installation

Five WiFi access points were installed around the arena covering sections 101, 115 and 105, club seats CL2- CL5, and the press box.

A point-to-point wireless link from video production to catwalk was used.



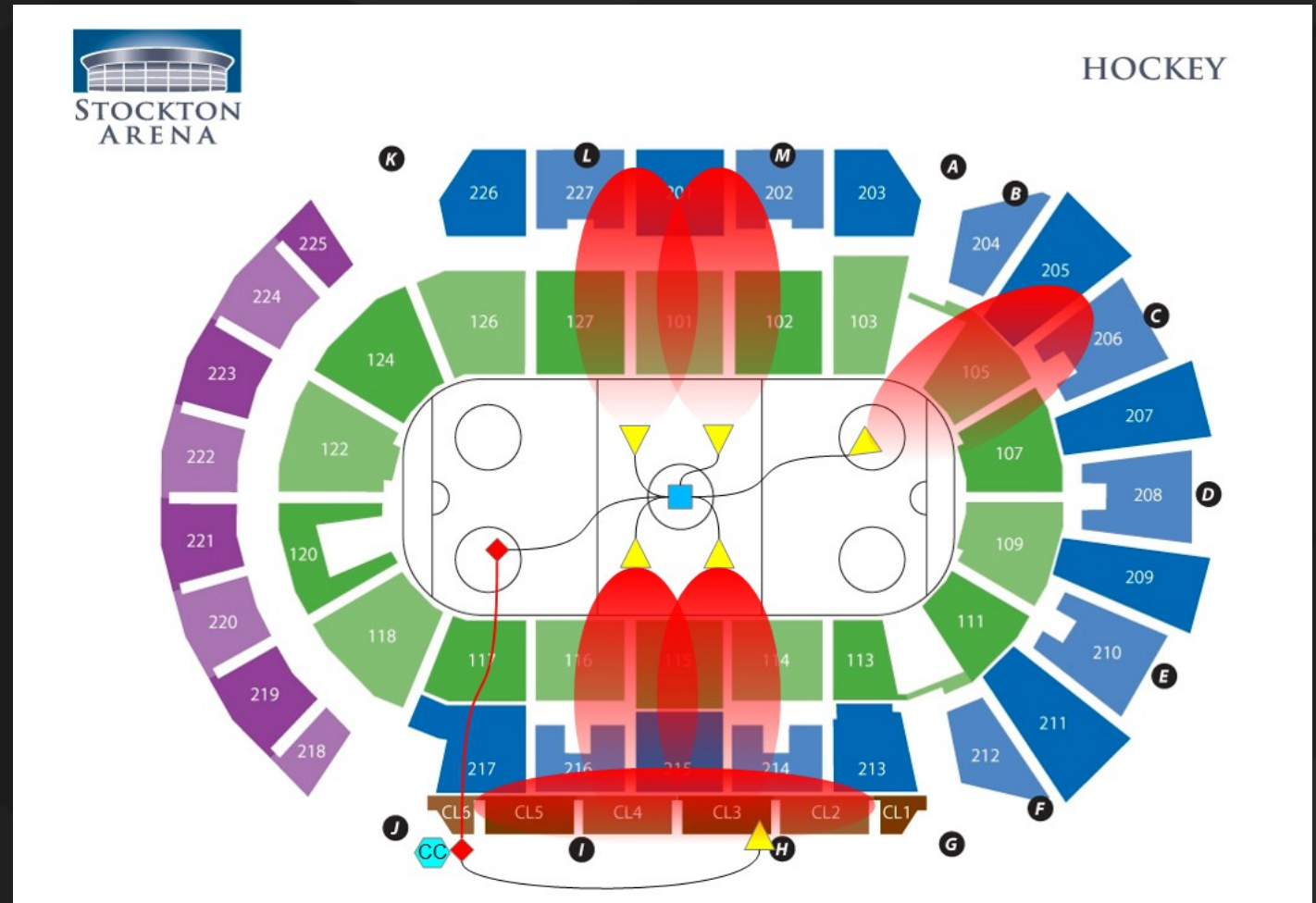
*"The wi-fi deployment went well from our end."*  
 Kendra Clark, Assistant General Manager Stockton SMG

- ▲ AP
- ◆ Point-to-Point AP
- ⬡ Control Center

# WiFi Coverage

Dual band WiFi covered the test areas with 2.5 GHz and 5 GHz channels.

WiFi was available to about 25% of the fans.



◆ Point-to-Point AP      ▲ AP w/ channel #

# Installing WiFi Access Points



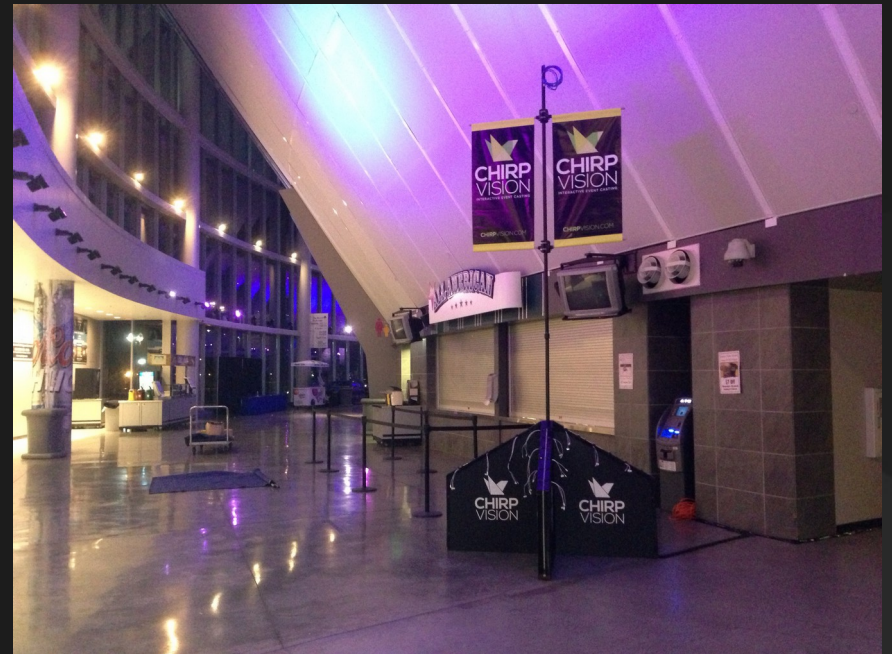
APs mounted on catwalk about 55 feet above the ice.



Close-in wifi AP for club seats.

# Charging Stations Placed Around the Arena

Charging stations were very popular!

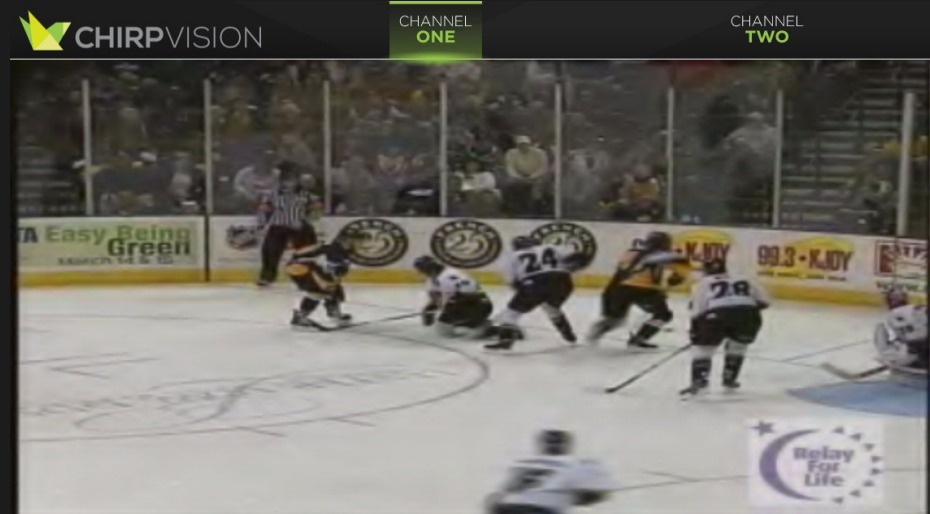


# Results

The demonstration was limited to about 1500 fans and showcased the technology.

Video was limited to big screen content and some highlights.

In the test group of ~1500,  
12% used the wifi network  
11% loaded the ChirpVision app  
5% viewed at least 5 minutes



*“We had the pleasure of testing the ChirpVision technology during one of our highest profile games of the season. The technology was as good as advertised and presented well with our fans. We are excited to discuss how ChirpVision can impact our fan experience and sponsorship activation in the near future.”*

*Brian Sandy, President  
Stockton Thunder*



# Thanks

A special thanks for their assistance and cooperation.

Brian Sandy, Stockton Thunder President

Cory Howerton, Pro Sports Operatives

Stockton Arena Staff

Stockton Thunder

ECHL

City of Stockton, California