



Florida Citrus Sports enhances fan experience at Camping World Stadium with West Pond display media technology

Hudson, MA – January 17, 2017 – Another outstanding college football bowl season for Florida Citrus Sports (FCS) has wrapped up at Camping World Stadium, Orlando, FL. FCS successfully expanded their season for 2016, adding two more games to their already packed college football schedule, and decided to up their digital media mix too. They called upon their video technology fan engagement partner Live Event TV (LETV), who recommended the FlexStream display media system from West Pond. The addition of the innovative FlexStream media solution, enabled FCS to create new custom branded and sponsored multi-media channels by event, seamlessly integrated with the existing in-stadium coaxial TV network.

“We are impressed with the simplicity, reliability and value of the West Pond FlexStream solution and how it enhances the fan experience here at the stadium,” said Steve Hogan, CEO of Florida Citrus Sports.

The West Pond FlexStream display media system enabled LETV to economically transform the hundreds of existing stadium coax networked display TVs into a large scale multi-media digital signage network, creating new “house channels” easily inserted into the existing channel map. These new channels in turn enhance the fan experience through the integration of data such as scoring, game stats, social media feeds, weather alerts, traffic and other information, with a variety of live and televised stadium sourced video feeds. Additionally, the West Pond FlexStream media system allows for the insertion of sponsorship advertisements, logos, photos, and stadium information in an unobtrusive manner.

“The West Pond FlexStream large scale digital signage system seamlessly integrated with existing coax based video infrastructure,” said Gary Bonner, President of Live Event TV, West Pond’s system integrator for this project. “We were very impressed with West Pond’s FlexStream products. FlexStream installed quickly and easily, proved highly customizable, yet was simple to operate.”

The West Pond FlexStream solution is targeted at venues that want centralized command and control and require flexible inputs and outputs such as stadiums, hotels, hospitals and houses of worship. More information about West Pond and its products can be found at www.westpond.com.

About Florida Citrus Sports

Florida Citrus Sports (FCS) is a not-for-profit membership organization dedicated to increasing community spirit and pride, promoting tourism, stimulating economic development and ultimately benefiting charities, educational institutions and the quality of life in Central Florida through its signature events. More information is available at www.floridacitrusports.com.



About Live Event TV, LLC

Live Event TV (LETV) offers unique HDTV technology for transforming the in-venue fan experience. Specializing in developing, sourcing, and integrating unique wired and wireless solutions for in-venue video delivery and monetization of live streaming multi-channel television content to fans, in stadiums and event venues, Live Event TV is based in Winter Springs, Florida. More information at www.LiveEventTV.com.

About West Pond Enterprises, LLC.

Founded In 2013, West Pond Enterprises develops solutions that enhance and enable local cable and wireless networks to support multi-media content and to create custom channels that benefits fans and audiences at a venue. Our products include headend transmission equipment, managed receivers, and display controllers. Our markets include sports, entertainment, hospitality, digital signage, and public/education/government institutions.

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