

***Inside the Nashville Predators' Unified, Flexible, Scalable  
Production System***

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## **H2: Introduction**

Today's sports fans expect more than a front-row seat or a basic live feed. They want real-time statistics, alternate camera angles, dynamic graphics — and the ability to engage across phones, TVs, and arena screens at once. Streaming platforms now dominate how fans watch sports, with 75% citing them as a preferred channel. And for younger audiences like Gen Z and Millennials, social media has become central to how they follow and share the game.

For broadcasters and venues, technology alone isn't enough to meet these expectations. It takes a team of producers, operators, and technical engineers working in sync to shape what fans see, hear, and feel.

At Bridgestone Arena, home of the Nashville Predators, the production team established systems that support that coordination — tools that adapt to evolving needs, integrate with other tools, and scale over time. The goal: to deliver a consistent, high-impact fan experience across more than 150 ticketed events plus a full season of NHL Hockey each year.

In partnership with Ross Video, the team built a system designed for today's needs and tomorrow's growth — first installed in 2019 and now evolving as the arena prepares for its next phase of renovations.

## **H2: Unified: Orchestrating a seamless show from a single interface**

### H3: Precision and consistency in live production

In live sports, there are no second chances. A missed cue — whether it's a late video roll or a sound that comes off beat — can disrupt the atmosphere in the arena or undermine a sponsor's on-screen moment. Each game demands that video, audio, graphics, and lighting run in perfect sync from the opening video to every sponsor element on the scoreboard.

For the Predators, Ross Video's DashBoard makes that possible. By consolidating control into a single interface, it reduces the number of systems operators have to juggle in the moment — allowing them to focus on execution, not logistics. DashBoard now serves as a central hub, enabling operators to trigger lighting, video, and audio cues from one platform. Paired with Ross Video's Ultrix, which manages part of the system's signal flow, the system remains both flexible and responsive across different event formats.

***“Ross Video’s technology has changed our entire workflow for the better. What used to take 20 minutes now takes 10 seconds. We can elevate the fan experience to a level it’s never reached before.” - Jacob Lutz, Director of Technical Operations for the Nashville Predators and Bridgestone Arena***

With a single interface driving multiple systems, the Predator’s production team can deliver consistently, even as they move between completely different event formats on back-to-back nights.

### H3: Extending control across the venue

For today’s sports venues, the challenge isn’t limited to the control room — it’s unifying systems across the entire space. Ross Video’s DashBoard and Xpression Tessera system supports that end-to-end integration. The same system that powers the Predators’ control room also manages LED screens outside the arena and supports operational data that informs playback tracking and sponsorship reporting tied to revenue performance.

That kind of integration is especially valuable as the venue evolves. With a new phase of renovations underway, the Predators’ production team is building on a unified foundation that can scale to support new technology and audience experiences. From managing in-venue screens to supporting sponsorship activations and immersive fan moments, the system helps the team move quickly and consistently across a growing range of production demands.

***“DashBoard and Xpression Tessera is the linchpin that brings everything together. It triggers all our systems and creates one unified world. That simplicity gives us room to grow, evolve, and do more.” - Jacob Lutz, Director of Technical Operations for the Nashville Predators and Bridgestone Arena***

## **H2: Flexible: Tools that adapt**

### H3: Creative flexibility for a better fan experience

Flexibility in a control system means more than adaptability — it means empowering teams to be creative, efficient, and responsive in real time. Live sports are being reshaped by a generational shift in fan behavior. The majority of Gen Z (77%) and Millennials (75%) now prefer to watch sports outside the venue, opting for immersive, technology-driven experiences over traditional in-person attendance.

These audiences expect personalization, interactivity, and immersive moments — from dynamic graphics to real-time social integration — that make them part of the story. Esports has helped normalize this model, with live chat, overlays, and companion content now influencing how traditional sports engage fans.

For the Predators, Ross Video's XPression graphics platform delivers that creative flexibility. It supports everything from live game production to concerts, sponsorship content, and digital signage — allowing the team to design, customize, and update visuals across any surface. Paired with DashBoard, XPression also drives full-venue takeovers — syncing LED boards, lighting, and audio for immersive moments like ice projections and stanchion animations.

### H3: Flexibility for the team behind the scenes

Behind every show is a team of operators, editors, and producers who depend on systems that support creativity — not just functionality. For them, flexibility means tools that reduce complexity, adapt to new formats, and integrate easily with existing infrastructure.

***“Anything we can do to make our workforce more efficient, more effective, get more done and be more creative, we're all in on. Ross Video's products help us with that.” - Jacob Lutz, Director of Technical Operations for the Nashville Predators and Bridgestone Arena***

For the Predators, Ross Video's open-standards-based systems make it easy to add new capabilities without requiring a full rebuild or retraining. As renovations introduce new screens,

expanded signage networks, and increased sponsorship inventory, the production team can integrate additional tools and systems without rethinking their entire workflow.

That kind of adaptability is especially valuable in venues that weren't originally designed for today's production demands. Integrating modern workflows like IP or 4K often means working around legacy infrastructure — not replacing it. With the right systems in place, teams can modernize incrementally, keeping pace with evolving formats and rising audience expectations.

## **H2: Scalable: Growing without rebuilding**

### H3: Built for expansion from the start

When the Predators upgraded their control room in 2019, they weren't just planning for the season ahead — they were laying the foundation for long-term growth. Modular design and open architecture were key, allowing the team to scale easily as needs evolve. Using tools like Ross Video's Carbonite Mosaic and XPression Tessera, the production team can add screens, inputs, and outputs without disrupting operations.

***“Things are going to change in our venue over the next several years. It's going to be a constant state of change as we transform our venue, update our venue to last for the next 50 years. Our technology is going to have to grow and be flexible with us.” -***

*Director of Technical Operations for the Nashville Predators and Bridgestone Arena*

Today, as Bridgestone Arena prepares to undergo renovation, that same system will expand to support new LED displays, exterior signage, and sponsor inventory. By adding nodes and integrating new tools, the production team continues to scale their original investment.

### H3: Scaling to meet new demands

As sports production evolves to support more platforms and higher audience expectations, technologies like cloud-based workflows, IP infrastructure, and automation are becoming essential. These tools make it easier to scale across venues and feeds — while reducing complexity for production teams. With more leagues launching their own streaming platforms, like NBA League Pass and NFL+, production teams are under pressure to support more outputs, more formats, and faster turnaround. Control rooms need to stay flexible and scalable to keep up.

***“The most exciting thing in sports venue tech is what we don’t know yet. Ross Video gives us the freedom to grow and innovate into whatever’s next.” - Jacob Lutz, Director of Technical Operations for the Nashville Predators and Bridgestone Arena***

To keep pace, it’s critical to partner with technology providers who are actively innovating — so productions can move faster, adapt more easily, and operate with greater efficiency.

*The full Ross Video solution by the Nashville Predators:*

- **DashBoard** — Unified venue control interface for triggering video, lighting, and audio systems
- **Carbonite Mosaic** — Low-latency live video compositing
- **XPression Tessera** — Scalable real-time live production graphics engine for game-day, concerts, and digital signage
- **Ultrix** — Flexible signal routing between sources and feeds
- **Ultrix Acuity** — Combines routing, mixing and monitoring gear into one powerful chassis

## **H2: A Culture of collaboration and possibility**

Sports production demands precision and coordination. The scale has changed: more screens to manage, more stories to tell, more ways for audiences to engage. The Predators are meeting that shift with systems that support game-day needs while laying the groundwork for what comes next.

That kind of adaptability depends on more than tools. It takes a partner who builds in step with your team, shaping workflows, simplifying complexity, and staying close as priorities evolve.

Ross Video brings that mindset into every engagement. From planning to execution, staff training to long-term support, its experts — including solutions specialists, creative leads, engineers, and the Rocket Surgery group — operate as part of the production, not outside it.

This large-scale project is built to evolve — ready for new formats, new audiences, and whatever exciting shift comes next.

***“The real goal is storytelling — how can your technology elevate the fan experience, streamline workflows, and future-proof your operations? Don’t underestimate the value of service and support. A great partner isn’t just there to install the gear — they’re there to help you grow with it.”*** - Kevin Cottam, Vice President, Global Sports and Live Events at

*Ross Video*

## **H2: About Ross Video**

*Ross Video provides live production solutions for broadcasters, stadiums, and sports organizations around the world. With teams in 17 global offices and support across 120+ countries, Ross delivers both end-to-end systems and standalone tools. Its growing product family reflects decades of innovation, service, and strategic growth.*