



Case Study | University of Colorado - Boulder

# A BREATHTAKING VIEW WITH A MATCHING ATHLETIC FACILITY







## CHALLENGE

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The University of Colorado - Boulder (CU) campus sits at the foot of the Rocky Mountains, giving all who visit a breathtaking view, which is arguably best taken in from the stands of Folsom Field.

Those stands, seating roughly 50,000 people, overlook campus and give a clear view of the mountain range. These natural features help create an appeal to the university, but they aren't the only offerings being made to incoming students, including student athletes.

CU has a highly competitive athletics program and contends with stiff competition in the Pac-12 Conference. Recruiting the best student athletes from around the country is high priority.

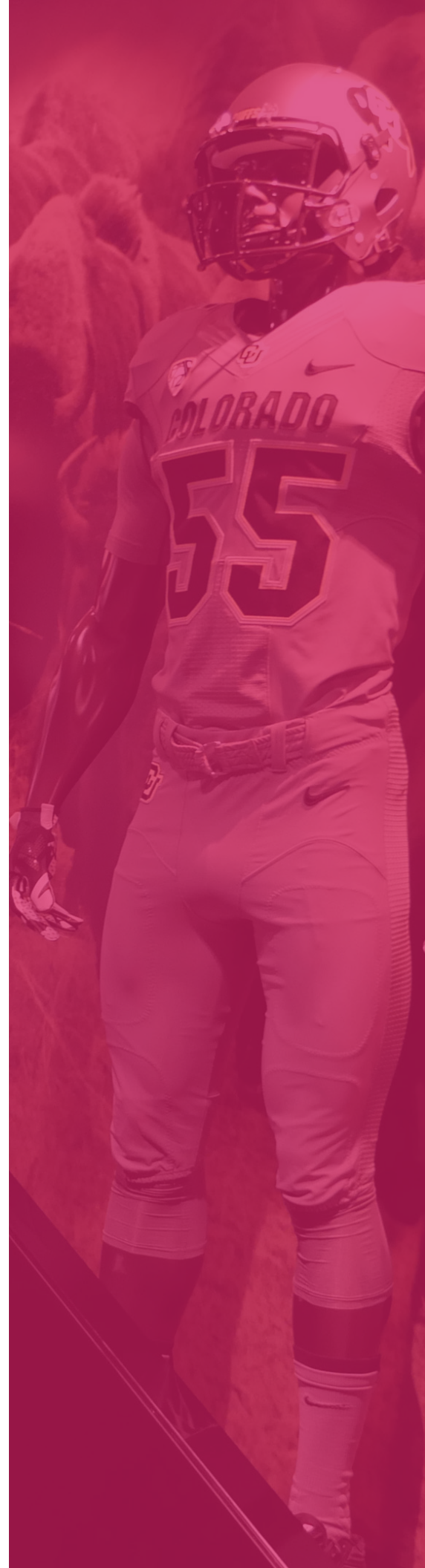
The challenge in doing so, however, is that CU wasn't making the cut.



Above: Folsom Field seats about 50,000 people, and from high in the stands, you can overlook the campus with a clear view of the mountains.

"We were lacking in facilities, we were behind the times," said Jason DePaepe, associate AD/facilities and game day operations. "We were recruiting in schools that had all the amenities that we didn't have."

The university needed athletic facilities that rivalled other programs in the nation, one that created a unique space for





students to learn, grow and take part in the sports they've worked so hard at.

Digging deeper into their challenge, CU found that consistency was also an issue. Coaches and students alike needed to travel to different points across campus for practice, training and other athletic-related activities.

And, what they did have wasn't eye-catching, an important aspect when trying to win over student athletes who are likely considering other universities as well.

"We want them to be wowed," DePaepe said. "We want them to be excited, we want them to feel special."

As recruits travel to the CU campus, DePaepe said he wanted them to feel like they were a part of the program before they've even enrolled.

"When you're recruiting, it's the finishing touches that get that kid to come to school here," he said.

To do this, they needed their facilities to reflect their commitment to the athletics program, as well as the students who make it all happen.

That's where AVI Systems came in.

"AVI Systems was selected because of our strength in the market and the ability to take the design concepts and the budget, and make it a reality," said John Rios, AVI Systems regional sales director.

Rios was brought in to remodel 37 of CU Boulder's athletic facilities, including locker rooms, strength and conditioning rooms, student lounges, and a press room for pregame and postgame interviews.

Within each of these rooms, specific AV solutions were needed to give coaches and players the ability to meet and discuss tactics off the field.

Coming onto the project, Rios worked with an architect and a local digital signage company called Four Winds Interactive to begin creating a space that accommodated the athletic program's needs and addressed their challenges.



Pictured: the tunnel leading out to Folsom Field.

## SOLUTION

CU Boulder tripled the amount of academic space it had for student athletes, adding roughly 337,000 square feet to its campus.

Within this space, AVI Systems designed and implemented audiovisual (AV) solutions that tell stories of former CU students who are now in the NFL; give the entire team a place to watch



past footage; and motivate them each and every day.

The athletics program had many needs going into the project, which helped guide the solutions.

Coaches needed a place to have meetings, discuss strategies and host recruits. Students needed places to study, finish up homework and train regularly.

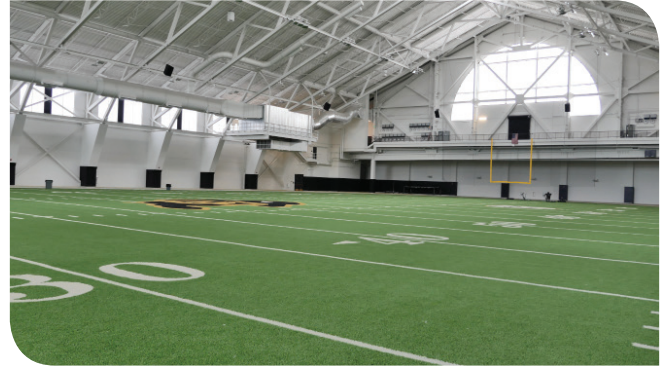
When the team comes together, they needed a place to practice and revisit what's worked, while finding ways that will help them succeed in the future.

AVI Systems listened to their needs and offered solutions.

"My favorite piece for sure is the auditorium and team room, and how the whole system has come together," said Jamie Guy, director of sports video at CU Boulder. "We modeled it after the AMC Theaters system, so we have a lot of power; 7.1 surround sound, a lot of cool little things in there that not many other programs have."



Above: the auditorium, featuring a 20-foot electric screen and 10,000-lumen projector.



The in-door practice field has a high-level audio system that plays simulated crowd noise or music.

The auditorium boasts a 10,000-lumen projector that displays game footage onto a 20-foot electric screen. The space itself fits the entire team comfortably, making it an ideal place to watch old footage for long hours at a time.

Outside of the auditorium are breakout rooms for meetings and huddles, along with the locker room, which is equipped with a 2-by-4-foot countdown clock that shows exactly how many more days, hours and seconds are left until game day.

Digital signage is spread throughout the athletic department, displaying motivational quotes that students can quickly read on their way to the strength and conditioning room, where a high-level audio system and 20 wall-mounted TVs can be used.

Similarly, CU's in-door practice field has a high-level audio system that allows the football, soccer, lacrosse, and track and field teams to simulate crowd noise or play music.





There are also eight remote cameras that are used in both the outdoor and in-door practice fields for coach analysis video.

The video helps pinpoint where players might need more practice, as well as finding ways to improve team efficiency. That way, when game day does arrive, they're prepared for what's to come.

"I don't know what it's like to run out in front of 50,000 fans," DePaepe said. "But I can see the kids when they come out, and you can tell it's pretty cool."

The football stadium has AV features to enhance the way spectators engage with the sport. AVI Systems installed 40 SunBrite TVs in the VIP areas. From the displays, spectators can see the scoreboard and highlights of the game.

On the terrace, a high-level audio system featuring speakers by JBL are used for corporate events, weddings and receptions, and more.

In the bar, there are numerous TVs mounted on the walls near tables and seating.

CU's entire facility is wired back to a central headend, BSS sound system. Each room, however, was equipped with a Crestron Control System to set and maintain audio levels individually.

In all, roughly 286 displays were installed throughout the entire facility, ranging from LG interactive displays to NEC video walls.



One of the interactive displays serves as an 80-inch timeline of the history of CU Boulder's football program.

The display takes you through the beginning stages, leading you to their championship years and onto 1994 Heisman Trophy winner Rashaan Salaam.

That area blends into a trophy room and the NFL Hall, where audiovisual features help tell the stories of former CU players who went on to play in the NFL.

Speaking about the renovation overall, DePaepe said that it's pushed CU ahead of the competition.



The athletic program now features modern technology solutions that attract and retain athletes, allowing the university to provide for students in ways others might not be able to.

Guy, with sports video, said many good things came out of the project and CU's relationship with AVI Systems.

"Working with AVI was great," Guy said. "They always worked with us and helped us achieve things that we didn't think were possible."

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Jamie Guy,  
Director of sports video



Above: (Top left) The bar, near the terrace, features wall-mounted displays, with a high-level audio system. (Bottom left) The press room includes AV solutions for pregame and postgame interviews with media outlets. (Right) The auditorium features a 7.1 surround sound system, along with a powerful projector.



Above: (Left) The NFL Hall has AV hook-ups that help tell the stories of former CU players who went on to play in the NFL. (Right) Large video walls, and many LCD displays, were installed through the facility to show quotes, a countdown clock, and more.