



Pitch, Play, Produce

Phased IP Control Room Upgrade
Designed for Speed, Scale & Storytelling

Industry: **Sports, Live Events & Entertainment**

Location: **Seattle, Washington**

Faced with aging gear and a looming upgrade, the Mariners reimagined their production control room—not just for maintenance, but to fuel storytelling and elevate the fan experience. With a bold vision and long-time partner Diversified, they turned limitations into momentum for the next era of in-venue entertainment.

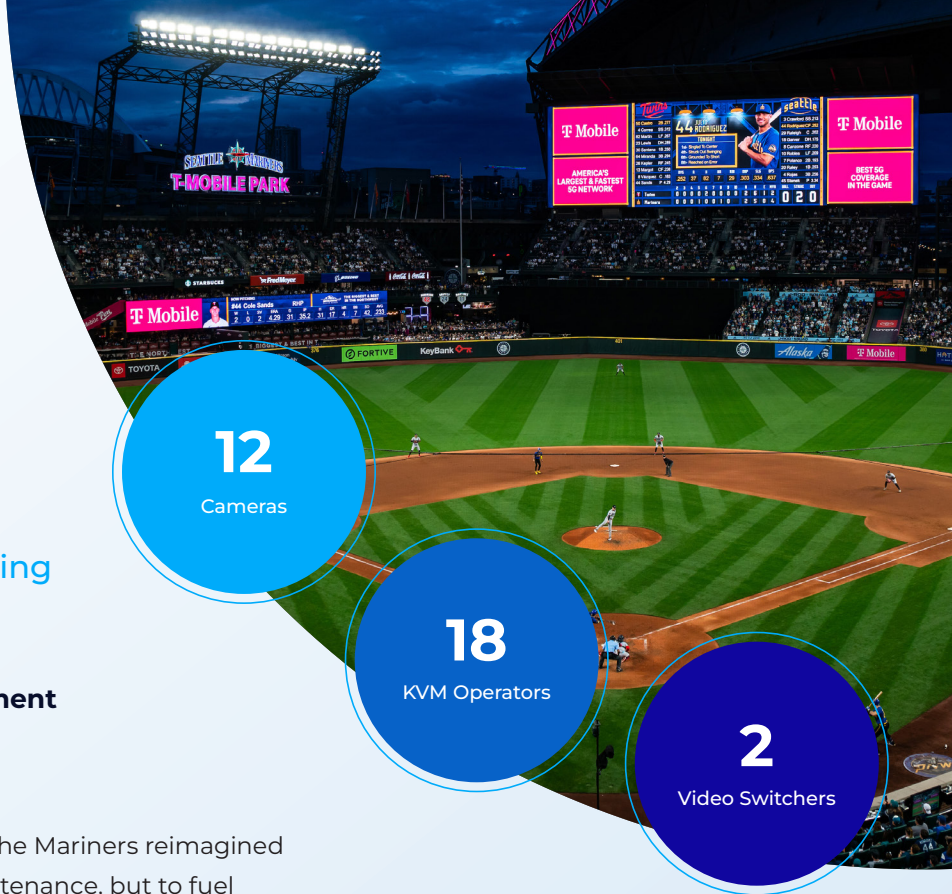
WHAT WE DELIVERED

- A multi-phase control room SMPTE ST 2110 upgrade support, enabling cinematic, HDR-ready broadcasts
- Strategic shift to IP-based infrastructure and future-ready workflows
- Expanded camera capabilities and optimized physical workspace
- Faster, streamlined editorial-to-broadcast pipeline

IMPACT

The Mariners' new IP-based, HDR-ready control room is a launchpad for next-level storytelling. With expanded camera coverage, streamlined workflows, and immersive fan features, it empowers the team to create dynamic, broadcast-quality content with room to grow. It's more than an upgrade—it's the future of game-day production, designed for innovation without limits.

 [Watch the video on our website to learn more](#)



SOLUTIONS

Production Control Rooms
Media Supply Chain

SERVICES

Design
Integration