



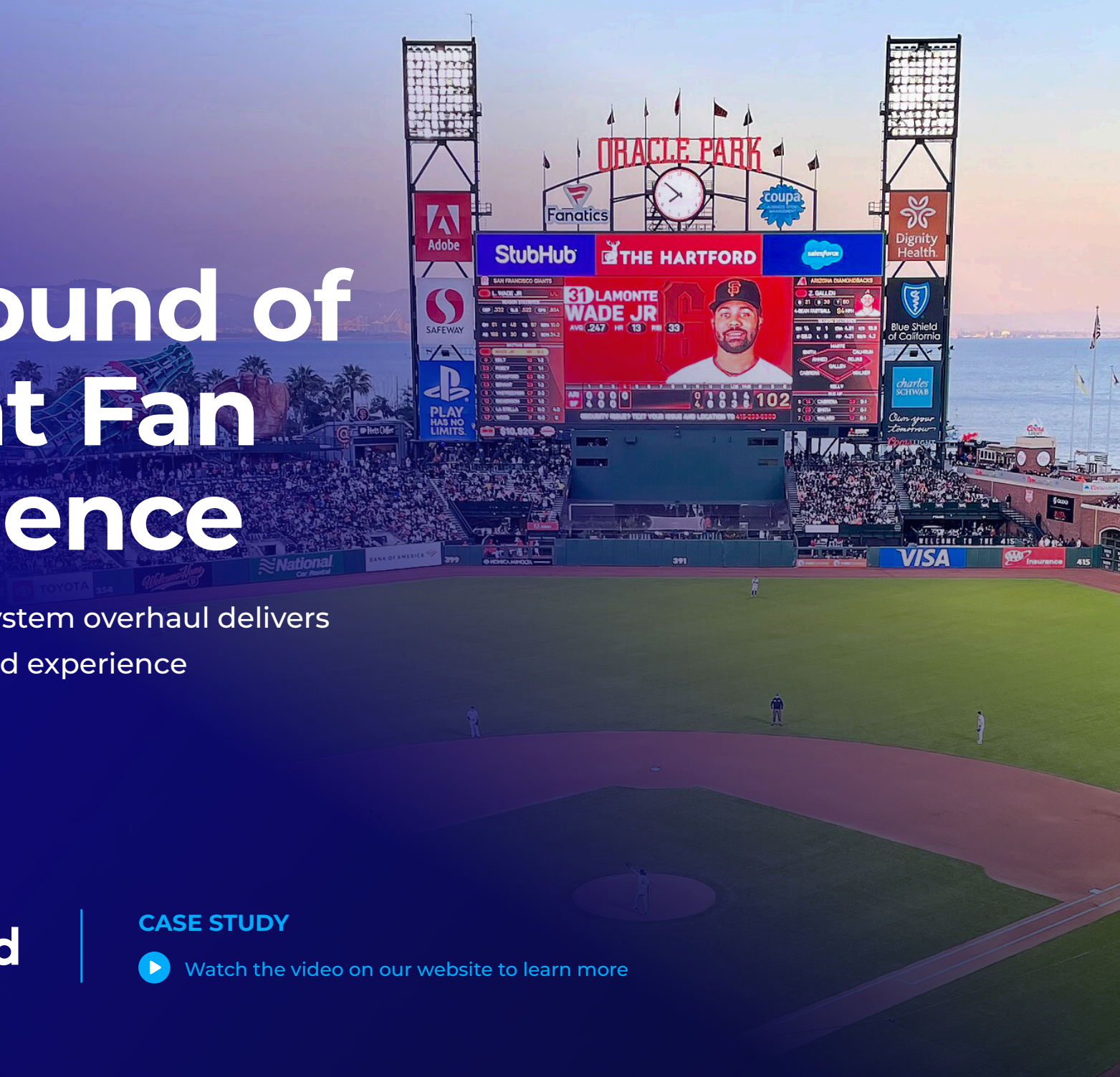
The Sound of a Great Fan Experience

Oracle Park sound system overhaul delivers new immersive sound experience



CASE STUDY

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



About the San Francisco Giants

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

Location: **San Francisco, California**

One of the most storied teams in Major League Baseball, the 141-year-old franchise moved to San Francisco from New York in 1958. After playing a total of 42 years in Seals Stadium and Candlestick Park, the team moved to the privately constructed, downtown ballpark on the corner of 3rd and King in 2000. The organization is widely recognized for its innovative business practices and baseball excellence having been named in the past decade the Sports Organization of the Year by Street & Smith's Sports Business Journal, Organization of the Year by Baseball America and ESPN's Sports Humanitarian Team of the Year. Oracle Park is also the only ballpark in the country to have earned Silver, Gold and Platinum LEED certification for an existing building.

Since opening its gates, Oracle Park has become internationally renowned as a premier venue in the world of both sports and entertainment. On the diamond, more than 66 million spectators have witnessed countless magical moments, including three World Series Championships (2010, 2012 & 2014), the raising of four National League Pennants and eight playoff appearances. The ballpark has also hosted some of music's biggest acts, including Dead & Company, Lady Gaga, Beyoncé & Jay-Z, Ed Sheeran, the Rolling Stones, the Eagles, Bruce Springsteen and the E-Street Band, Green Day and Billy Joel.

41,300
Ballpark Capacity

80+
Home Games
Per Season

8
World Series Titles



Sound that hits it out of the park.

Objective

Imagine stepping into a ballpark where every sense is engaged. The vibrant colors of the field and video board. The beckoning aroma of popcorn and garlic fries drifting through the air. The taste of a cold drink and a hot dog. The texture of your favorite baseball glove in hopes of catching a foul ball. And that perfect sound that envelops you in the excitement.

That's exactly what the San Francisco Giants wanted to achieve when they upgraded Oracle Park's sound system. The ballpark was already renowned for having one of the best sound systems in MLB when it first opened in 2000.

To deliver a brand-new experience that fans can't get anywhere else, the Giants called long-time technology partner Diversified out of the bullpen.



“We wanted to make sure that no matter where you’re sitting inside Oracle Park, you have an immersive sound experience—that you can feel the bass, the excitement because we want all of our fans to be part of the game.”

— **Rachel Heit**, Chief Marketing Officer,
San Francisco Giants



Sound that ignites the ballpark's heartbeat.

Solution

The ballpark's original sound system design had served them well over the last two decades. But between the aging system, advancements in sound technology and the constant exposure to the marine air, it was time for a complete overhaul.

This wasn't just a modern equipment refresh, it was an opportunity to design an immersive system that fully engages fans and players alike to meet experience demands of the future. The Giants needed a system that could captivate fans throughout the ballpark and deliver a consistent experience each game — from the field to the upper level.



“Diversified has been an integral part of our operations and a trusted partner. When it came time to think about replacing and upgrading our sound system, they were our first call.”

— **Bill Schlough**,
CIO, San Francisco Giants

HEARING THE DIFFERENCE

Ballpark system performance data and equipment specs are great, but you can't hear those. To give the Giants a better idea of what Oracle Park could sound like, Diversified organized a sound system showdown with top-tier manufacturers. Giants leadership could hear the differences in sound quality and made a strong and informed decision that best balanced performance and price.

SETTING THE STAGE

The perfect sound solution was in reach. However, the deteriorating speaker cabinets throughout the ballpark were another story. Since almost all the speaker cabinets weren't accessible by ladder, special scaffolding had to be installed before the system refresh could begin. The team found a great partner in Liberty Scaffolding who executed the massive undertaking flawlessly, setting the stage for a successful installation.

56

Amplifiers

523

Loudspeakers

17

Subwoofers

PUMPING UP THE PLAYERS

The decline in sound clarity over the years was impacting more than just the fan experience. Some of the Giants players started commenting that it was a struggle to hear their own walk-up music. The new system delivers enhanced clarity and sound quality that extends to the field. Now, players can clearly hear their music and connect with fans as they make their way to the batter's box.

RALLYING THE FANS

From spoken word announcements to bass pumping music, every word and note impacts the fan experience. The last thing you want is fans not being able to hear important game updates, but that's precisely what was happening.

Now, every fan can enjoy a consistent sound experience during every visit. The new system's enhanced sound fidelity ensures that fans in every seat can clearly hear announcements and public announcer updates about who's up to bat or what substitutions are being made.

PLAYING AGAINST THE WIND

The steady bay breeze and close proximity of the surrounding community put the count at 0-2, presenting challenges in delivering an immersive sound experience across Oracle Park.

The sound distribution had to be precisely timed and configured. Starting from the canopy at the highest points of Oracle Park, the sound flows downward like a waterfall all the way to the field. Creating the illusion of one big system, it delivers quality sound to the fans inside — even on the breeziest days — without becoming a noise nuisance to neighbors.



“It was a partnership from the beginning. We knew we had to fit within the team’s budget constraints, but we also wanted to provide the best performance for the value.”

— **Justo Gutierrez,**

*Director of Engineering -
Sports, Faith & Performing,
Diversified*



"I first met the Diversified team 18 years ago. Since then, we've worked on countless projects together. What I love most about working with Diversified is they truly have our best interests in mind. Projects are consistently delivered on time and under budget. It has been an outstanding experience, and I can't wait to see what the next 18 years bring."

— Bill Schlough,
CIO, San Francisco Giants

Impact

Great sound in baseball is not just about volume or clarity. It's about creating an atmosphere where the tenth man is a real and exciting part of the game. The new sound system at Oracle Park does that and more. Sure, fans can watch the game at home — but when they attend in person, they can experience it.

The right song played at the right volume can electrify the atmosphere, engage the crowd and pump up the players for an amplified winning energy. It's impossible to replicate that connection to the game, the players and fellow fans anywhere else.

With an enhanced fan experience, fans feel more energized and involved in the action. The players know that their community — their fans — are behind them every time they take the field. Fans are immersed in the gameday excitement and can't wait to come back for that one-of-a-kind experience.

GRAND SLAM PARTNERSHIP

Throughout the last two decades, the Giants have turned to Diversified to deliver their ballpark's video replay control room, resolve sound issues of an aging system, manage its head-end and distributed TV network, maintain its executive meeting room and add LED video boards throughout the ballpark. The 18-year partnership continues to deliver innovative solutions, ensuring a *nothing like it* gameday experience for Giants fans for years to come.

SOLUTIONS

Upper, Mid and Lower Bowl
Speaker Systems
Back of House Sound

SERVICES

Consulting, Design
and Integration
Assurance Managed Services

2,700+

Associates

\$1B

Annual
Revenue

40+

Locations
Worldwide

70%

Fortune 1000
Clients

About Diversified

Diversified is a global leader in audio visual and media innovation, recognized for designing and building the world's most experiential environments. Our award-winning team specializes in delivering solutions for the most complex, large-scale and immersive installations. Serving a global clientele that includes major media organizations and retailers, sports and live performance venues, corporate enterprises, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.



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