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Esports Success Story

ALLIED ESPORTS | HYPERX ESPORTS ARENA (2018)

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LAS VEGAS NV, USA

Allied Esports is a premier esports entertainment company with a global network of dedicated esports properties and content production facilities. Headquartered in Irvine, California, Allied has played host to some of the largest esports and non-esports events in the world across all their properties, including The League of Legends All-Star Tournament, the Capcom Cup and World Poker Tour.

Their flagship arena and live production facility, the **HyperX Esports Arena**, is located inside **The Luxor Hotel and Casino** in Las Vegas and is the first dedicated esports arena on the Las Vegas Strip. The arena is a 30,000 square foot, multi-level facility with a 50-foot LED wall and a state-of-the-art broadcast center and production studio. After launching in March 2018, the arena has quickly become a global destination for esports fans, teams and streamers.

THE CHALLENGE

Before switching to a Ross solution, Allied initially chose a different workflow to drive content to their LED walls, entryway dome, and player pods. As a result, Allied were not able to get low-latency video to their screens, and their solution led to a complicated workflow. In order to improve their production quality, Allied needed a unique **Unified Control Solution** that would seamlessly trigger the displays and devices. The system needed to have an easy-to-use user interface that their young staff could master in a short timeframe, and it also had to be able to drive a broadcast production.

THE SOLUTION

While the adoption of a Ross LED Control System was being explored, Ross and Allied Esports first moved forward on the front of house design and deployed the following Ross products; a Carbonite production switcher, XPression Studio to handle traditional character graphics, the Mira + replay system and the Ultrix router. These cornerstone production control room products from Ross quickly became an integral part of the new workflow.



On the LED side, a decision was made to switch to Ross' LED Control system, resulting in a complete Unified Control Solution at Hyper X. XPression Tessera was chosen to render pixel-accurate content for all LED screens in real-time. Custom Dashboard panels were built to seamlessly drive the Tessera engines and the Carbonite Mosaic video processor, as well as the "Hype Tunnel" LED lighting system, a 50-ft LED wall and the entryway LED Dome. Dashboard controlled all of these elements while simultaneously cutting multiple program feeds for distribution to linear or online broadcast channels.



The HyperX main stage in The Luxor Casino

