

## Upgrading the Luxury Experience at Fenway Park Pro AV Spotlight Award Submission – Custom Cable Services, Inc.

In late 2006, historic Fenway Park, home of the famous Boston Red Sox, has just completed a two-year, two-phase installation project to update 50 of the ballpark's luxury suites with new HDTVs, speaker systems, and overall interior design.

To insure that luxury suite ticket holders have a premium experience when visiting the famed ballpark, Custom Cable Services Inc. worked with the architects and the stadium to design a first-class experience in the suites that included installing three LCDs – inside, outside, and in the restrooms of the luxury box ensuring that VIP customers never missed a moment of action on the field.

Custom Cable needed the best products to fit the need of their partners and the end users – to allow cable providers to deliver highly-secured content; providing the stadium the opportunity to offer high-definition, premium content; and to the ticketholders to not only watch the game as it happens, but also view the game from the comfort of a suite in high-definition. Custom Cable Services' installation of advanced LG Electronics HDTVs with Pro:Idiom Technology digital rights management technology in luxury suites at Fenway Park is ideally suited for the ProAV Spotlight Award in the Entertainment/Arts category.

Custom Cable worked with architects Janet Mariee Smith of Struever Bros. Eccles & Rouse, Inc. and Tom Martinez of DAIQ to design suites that would incorporate three HDTVs (both LCDs and plasmas) in each luxury box, as well as new audio system to provide a superior viewing experience. LG Electronics' commercial grade HDTVs were chosen because they offered the most comprehensive technologies for the job in one sophisticated package. LG's HDTVs in conjunction with LG's proprietary Pay-Per-View Interface Box with Integrated HD Tuner (HCS5610) made programming 140 HDTVs with Pro:Idiom simple and seamless. The industry-standard Pro:Idiom technology, developed specifically for the hospitality industry by LG's U.S. R&D subsidiary, allows program partners to deliver high value content via a secure technology that can help to assure the rapid, broad deployment of HDTV and other digital content.

Working with the architects, Custom Cable installed wall-mounted 32-inch (model LG32LC5DC) LCDs in the outdoor seating areas, 50-inch (model 50PX2DC) plasmas inside the suites, and a 15- or 20-inch (models LC1RB and 20LS7D) LCD in the restrooms. This unique approach ensures sports enthusiasts catch every minute of the game. The stadium was given pre-production HCS5610 set-top boxes in the spring of 2007 – in order to deliver the coveted new technology. The day before the playoffs in October of 2007, the boxes were replaced with mass production set-top units were delivered in order to ensure the best delivery of content to the stadium. Custom Cable and LG continue to work to provide updates to the video and Pro:Idiom technology for the stadium.

In total, 132 "Full HD" 1080p LCDs and plasmas were installed in 50 luxury boxes. The benefit can be seen in the faces of those season luxury box season ticket holders enjoying the game in stunning high-definition from the best seat in the house, the comfort of their luxury suite.