



## Customer

Georgia Tech, home to the Georgia Tech Yellow Jackets and one of the country's leading research universities, puts technology at the forefront in athletics and education.



## Challenge

To ramp up video production and comply with ESPN requirements for ACC schools, Georgia Tech invested in a \$10 million replacement Network Control Center.

From here, video, audio and graphics will be created and fed to ESPN, which distributes the broadcast through a streaming service. Media content will also be distributed to video boards across Georgia Tech sports venues.

Georgia Tech needed a fast-acting cabling and connectivity partner that could provide custom infrastructure to support this state-of-the-art venture.



## Solution

Belden provided access control, three-channel SMPTE, fiber, audio and Category 6 cable, along with AV connectivity and cordsets.

Custom single-plate JBT panels with multiple connector configurations were also designed and manufactured by Belden. Working closely with the contractor and end-user, Belden created technical engineering support and custom drawings to gain quick approval. Nearly 200 custom panels were shipped in less than 30 days.



## Results

- Quick product turnaround to keep the project on schedule for a soft open early in 2019
- A state-of-the-art control center that supports transmission of video, audio and graphics
- Adherence to ESPN requirements for broadcast and streaming

