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**Red Sox Find Solid Utility Player in 360 Systems Video Server**

*- 3-channel 360 Systems' video server supports Fenway's  
first class multimedia entertainment experience -*

**Westlake Village, CA (August 14, 2009)** --- At Boston's Fenway Park, commitment to excellence runs deep - from the Red Sox lineup sheet to the ballpark's video display board and monitors.

Like a solid utility player, 360 Systems' 3-channel MAXX video server covers a number of bases for the team, delivering dependable behind-the-scenes performance to support the experience fans clamor for. Channel 1 feeds the in-house cable channel, *Sox on Six*, which serves up programs like "The Red Sox Report" and "Red Sox Stories" to video monitors throughout the stadium. A second channel provides a backup "in-game" feed to the main video display board, running staff-created music videos. When rain delays the game, material stored on the server keeps the crowd entertained with "evergreen" features on famous players and team history. And the remaining channel is used to ingest new material.

"Our 360 Systems server runs 24/7 and has proven highly reliable," says Chief Engineer Eric Hancock. "We can roll out a playlist, edit it, and change the file order simply and conveniently. 360 Systems' Image Server is one of the few devices that I can just set and forget".

Staff members use the Image Server's built-in editing features to trim the heads and tails of programs. Eight edit bays and editors work on Final Cut Pro® and transfer files over a gigabit Ethernet network that feeds a Ross router and an Echolab switcher. A Blonder Tongue modulator interfaces to the cable system.

Hancock says plans are in the works for a transition to HD to satisfy the demand for higher image quality. Details and budget are still being worked out.

*Eric Hancock is in his fourth season with the Red Sox and his career as a video engineer spans 22 years, 16 of which were spent with the Armed Forces Radio and TV Services.*

***360 Systems products will be exhibited at IBC 2009 in Hall 10 stand A38.***

### **360 Systems MAXX-HD Servers**

The MAXX family of HD and SD video servers continues 360 Systems' tradition of designing with advanced technology for enhanced performance, exceptional features, and improved prices.

### **About 360 Systems**

360 Systems is a leading developer of digital video and audio products for broadcasting and Pro A/V. The company has a 37-year legacy of producing award-winning hardware solutions that bring efficiency and economy to content delivery. Brands include Digicart®, Instant Replay®, Image Server™ and MAXX™ families of video servers.

360 Systems is a privately owned corporation based in Westlake Village, CA. More information on its products is available at [www.360systems.com](http://www.360systems.com).

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Documents and photos can be downloaded from the OnRamp Communications Press Room.