

**FOR IMMEDIATE RELEASE**

## **Contemporary Research Lights Up Superdome Screens**

Dallas, TX, June 2, 2007 – When Hurricane Katrina struck New Orleans, the Louisiana Superdome quickly became a symbol for the devastation that followed. Stripped of major sections of its roof, rain poured into the stadium, wrecking valuable furnishings and electronics alike. The damage continued as frustrated refugees, trespassers, and looters turned on the facility that was first a beacon of hope.

One of the casualties were the televisions in the Superdome's extensive in-house cable network. Fortunately, the RF cable and Contemporary Research TV control system were undamaged. As part of the site's amazing restoration effort, modern LG flat-panel LCD displays replaced the old Philips Smart TVs. Upgrades to skyboxes and other areas will take place in a series of phases. Installation was a simple task because CR SignStream is an open-architecture technology, able to integrate virtually any brand of display.

Much like the rebirth of the Superdome, the restoration illustrates that there is a lot of life left in sports facilities' existing RF television systems. The familiar round coax cable that branches throughout the site has now become their new "GHz video network" – able to carry digital cable and off-air HDTV broadcasts, live in-house HDTV channels, and HD digital signage, and even the control communication to all displays.

"The transition to digital technology is in full swing at sports venues around the country," explains CR Communication Director Doug Engstrom, "The Wachovia Center (76ers), AT&T Center (Spurs), University of Virginia John Paul Jones Arena, and the Superdome are just a few of the sites who have made the change. While each employs a different vision and make of display, they all use Contemporary Research SignStream technology for integration. SignStream needs no additional wiring, works with many brands of displays, and adds the ability to broadcast digital signage through the same RF system. In the case of the AT&T Center and John Paul Jones Arena, SignStream can seamlessly update old Philips Smart TV systems."

### **About Contemporary Research**

Contemporary Research designs and creates solutions for an HDTV world, offering cutting-edge products, including HDTV display control, digital signage, and tuning. In addition, CR supports a proven line of analog TV tuners, closed-captioning tools, as well as commercial and educational media systems. For more information about Contemporary Research products, visit us on the web at [www.crwww.com](http://www.crwww.com) or call (888) 972-2728.

### **Contact:**

Douglas Engstrom  
Communications Director  
Contemporary Research  
214-556-6606  
[doug@crwww.com](mailto:doug@crwww.com)