



### Case Study: Education

## University of Oregon's Hatfield-Dowlin Football Complex

### Creating the World's Most Advanced Collegiate Sports Facility

As collegiate sports environments begin to reach competition levels similar to that of today's top professional teams, university athletic programs have started to invest in new areas affecting both athletes and the greater success of their sporting organizations. Traditional athletic practices such as player training, staff teaching, and game strategy are now being complemented with new assets such as contemporary wellness programs, state-of-the-art medical centers, and engaging leisure spaces designed to create closer communities where player synergy can thrive. As a result of this all-encompassing approach, university sports programs have needed to rethink the programs, strategies, and the facilities where they prepare, train, and educate players both on and off the field.

At the center of this rising transformation is the availability of new technology. Athletic facilities are turning sports programs into experiences which are better equipped to handle the extreme competition of university-level sports. Smarter building construction, larger-than-life video, and thundering audio capabilities available via integrated systems are the new backbone of these state-of-the-art facilities.

Leading this new wave of forward-thinking facility development is the University of Oregon's (UO) Hatfield-Dowlin Complex — arguably the world's most advanced college sports facility ever constructed. Completed in the fall of 2013, the center boasts groundbreaking technology and training capabilities, which rival the amenities provided to leading professional athletes. Designed specifically for the university's Ducks football program, the new 145,000 square foot structure includes a 170-seat theater, 5,000 square foot weight room, dedicated cafeteria, locker rooms, lounges, meeting rooms, and much more.



## THE CHALLENGE

Founded in 1876, UO was seeking to cement its legacy as a premier learning institution while turning the sports center into a tremendous athletic force. The university's main athletic program, the first-division NCAA Oregon Ducks football team, would be the center of this revolution by surrounding the team with a new NFL-grade football performance center. Funded entirely by Nike® founder and UO alumnus Phil Knight, the world-class facility would allow the university to continue fielding elite teams while bolstering the institution's recruitment efforts by attracting top talent from across the country and the world.

A second major area of interest for the university was ensuring optimal education capabilities. With young football players entering the program directly from high school, the Ducks organization wanted to ensure a seamless, successful transition into high-profile, NCAA-level sports. Within the building, this meant marrying design and technology to give coaches and staff members the tools needed to transform their educational objectives into tangible plans and strategies. Outside the building, the organization also wanted to use technology to turn its practice fields into training grounds that closely mimicked the contentious atmosphere of football stadiums, thus supplementing football training with game-type situations.



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*-Eric Boyd, System Integration Manager for CompView Audio Visual Solutions and Support*

## SOLUTION

To turn the University of Oregon's world-class vision into reality, project staff employed a leading team of architects, designers, and integration firms. When it came to specific systems and components to support the football facility's grand design, systems integrator CompView was selected to implement the audio and video solutions that would bring the new football complex to life.

As part of the team's objective to keep athletes in top shape, the new weight room — an impressive two-story area of 5,000 square feet overlooking practice fields — was equipped with the most advanced weight-training and strengthening gear available. To motivate players and bring an extra level of intensity to their workouts, CompView implemented Biamp's AudiaFLEX digital audio platform to provide the bass-pounding audio that inspires players during their workouts.

To help the coaching staff educate players about the game and their performance, a network of digital signage panels, video walls, and projectors span across the facility's many meeting places. Supported by a combination of Biamp's Nexia® networking products and AudiaFLEX units, the system provides the flexible audio output capabilities and digital signal processing power required for ensuring that all audio and background music is provided with utmost clarity and strength across the complex — fully engaging players for learning or training situations. Furthermore, the Biamp audio solution allows coaches to speak to players via wireless microphones to accommodate impromptu meetings anytime, anywhere.

For their outside practice field, where the Oregon Ducks put their strategic sessions and training plans into play, coaching staff were looking to recreate the same raucous stadium ambiance that is experienced during tense game-time situations. This meant replicating crowd noise in volumes of up to 115 decibels, specifically addressing the field's surrounding structural challenges, which caused sound reflections from buildings in the vicinity. To overcome this hurdle, CompView once again turned to Biamp's AudiaFLEX platform to provide both the audio capabilities and flexibility to adjust sound properties until the audio quality was just right. Running on CobraNet®, AudiaFLEX also allows the university's AV staff to control and adjust sound properties within the practice field and throughout the entire facility from multiple points, including the center's state-of-the-art main control room.

### SYSTEM SPECIFICS

#### COMPONENTS:

**(14) Nexia CS**

**(5) AudiaEXPI**

**(2) AudiaFLEX**

**IP-2 cards**

**OP-2e cards,**

**VoIP-2 cards**

**TI-2 cards**

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To ensure effective recruiting and allow coaches to engage with off-premise staff members, a cutting-edge videoconferencing room was built. Biamp's Nexia CS digital signal processor was implemented to allow participants to link up to 10 mic/line inputs and six mic/line outputs in addition to a variety of audio processing features that enabled the integrator to counter audio challenges related to the room's hard, flat surfaces. As a result, the coaching staff experiences crystal-clear audio when collaborating with other universities via conference calls or interviewing potential students despite the room's reverberant design materials.

To create a greater sense of community, players and coaches have access to common areas within the complex where they can gather during downtime. This includes a players' lounge where teammates can rest, recuperate, and relax by enjoying a game of pool, foosball, or console gaming. Complementing the experience is full connectivity to the facility's main Biamp-powered audio system, which allows players and guests to listen to background music and remain informed of special announcements from coaching personnel without audio compromises caused by the space's surrounding glass walls.

"A football training facility of this scale in both size and technology requirements has never been assembled for collegiate sports," said Eric Boyd, Systems Integration Manager for CompView Audio Visual Solutions and Support. "Designed to be the most impressive installation from day one, UO had free reign to select the best systems and equipment for the center. When it came to specifying audio equipment to balance the facility's structural, design, and application-based requirements, we went straight to Biamp. No other provider of commercial audio systems delivers the combination of high-level performance and flexibility that we needed to keep up with the high standards of such an extraordinary installation."



**With Biamp equipment selected** for the project, the installation and timing of the audio system was easy and **the end results were perfect.**

*-Eric Boyd, System Integration Manager for  
CompView Audio Visual Solutions and Support*

## A MODEL FOR SUCCESS: RAPID RESULTS FROM A REMARKABLE RECRUITMENT

In constructing its new Hatfield-Dowlin Football Complex, the University of Oregon has changed the way colleges attract talent to their programs. Instead of solely investing in fan-based areas such as stadiums and merchandising, UO chose to turn its efforts inward by targeting both future and present-day students, athletes, and coaching staff. Since the inauguration of the new complex, student-athletes have experienced strong athletic and academic results.

The results of this new world-class facility speak for themselves. The University of Oregon has quickly become one of the main players on the recruitment and expectations are that more Duck players will move on to the NFL in the years to come.



### ABOUT BIAMP SYSTEMS

Biamp Systems is a leading provider of innovative, networked media systems that power the world's most sophisticated audio/video installations. The company is recognized worldwide for delivering high-quality products and backing each product with a commitment to exceptional customer service.

The award-winning Biamp product suite includes the Tesira® media system for digital audio networking, Audia® Digital Audio Platform, Nexia® digital signal processors, Sona™ AEC technology and Vocia® Networked Public Address and Voice Evacuation System. Each has its own specific feature set that can be customized and integrated in a wide range of applications, including corporate boardrooms, conference centers, performing arts venues, courtrooms, hospitals, transportation hubs, campuses and multi-building facilities.

Founded in 1976, Biamp is headquartered in Beaverton, Oregon, USA, with additional engineering operations in Rochester, New York, USA and Brisbane, Australia. For more information on Biamp, please visit [www.biamp.com](http://www.biamp.com).