



Using **3D Virtualization Technology** to Build a Sales Preview Center and Boost New Texas Rangers Ball Park Inventory Sales

The Texas Rangers Baseball Club took on an enormous challenge in planning the construction of their new ballpark, Globe Life Field. The ambitious project, with an estimated cost of over one billion dollars, aspires to become the top venue in Major League Baseball. Globe Life field is expected to open for the 2020 season.

The ballpark, with a capacity of approximately 40,000 spectators and a contiguous entertainment district, presented a series of challenges that highlighted the importance of having all available tools to visualize the project in multiple dimensions. A project of this magnitude presents many challenges that the 3D Digital Venue team had to take into account. First of all, the information had to be filtered in order to move from the architectural model to the 3D model in virtual reality. This was a laborious step, due to the enormous amount of data received, not only from the Venue and the VIP spaces, but from all the adjacent spaces to the building that presented a very high complexity.

3D Digital Venue and its Interactive Virtual Reality Solution Virtualization 3D enabled to visualize and identify any potential architectural conflicts. This Virtual 3D repre-

sentation of non-built venues and adjacent spaces, makes sure that the project team can have a much more refined understanding of the conflicts and enable them to resolve issues of restricted seat views, undetected design spots and seat positioning optimization at an early stage.

Additionally, these reworks cause cost and time delays which affect the planned budget and fan expectations.



However, with 3D Digital Venue, such disheartening delays can be tackled well in time and the workflow can be put in the optimum place. All the premium VIP suites and spaces were digitalized through 3D Digital Venue's Interactive Virtual Reality Solution VIP3D. This tool allowed the team to display all the spaces in an interactive environment and allowed patrons to receive a first class experience when

making their premium selections at the Globe Life Field Sales Center. During the sales process each client is provided a personalized experience, made possible by VIP3D's capability to provide an interactive view of the premium seats, suites, and clubs associated with their purchase. This unique capability helps instill the confidence necessary to move forward with the purchase of seats at Globe Life Field.

All of the materials delivered to the Texas Rangers were used to create the Globe Life Field Sales Center, which showcases exactly what the new ballpark encompasses. 3D Digital Venue technology has also allowed the relocation of the Season Ticket Members, giving them an accurate view from their seat and an amazing fan experience through 3D Virtual Reality. Through these tools, and the partnership with Tickets.com

and Channel 1 Media, the Texas Rangers have hosted over eleven-hundred appointments, and helped create a unique experience for each client that walks in the door.

3D Digital Venue, conceived in 2012 in Barcelona is a global technology solutions company focusing on building 3D Digital Venue Management Solutions for the Sports and Entertainment Industry.

Equally unique and diverse in its offerings, 3D Digital Venue has been successfully building best in class 360-degree 3D interactive solutions that excel in delivering greater fan satisfaction, increasing season ticket holder renewal rates and providing special viewing for prospective VIP buyers.