

# Fill your stadium

## **d&b Fanblock**

Powered by Autograph Stadium Sound.  
Putting the atmosphere back into sport.





# - with sound

## What is d&b Fanblock?

Fanblock fills the unfillable. While competitive spectator sport lacks its vital ingredient, Fanblock gives players the one thing they're missing to perform at their very best: the sound of the fans.

A full-service, immersive, multi-channel PA system that's focused on the field of play, Fanblock combines software, hardware and training to deliver authentic, fully customizable crowd sounds. So, until the fans return to their rightful place, you can create the atmosphere that makes sport, sport.





# - with passion

## Who is d&b Fanblock for?

Fanblock is for everyone who misses the essential ingredient of competitive spectator sport: the passion, reaction and interaction of the crowd.

When it can't be shared, passion isn't passion. The 92nd minute winner, the over-time field goal, or the 5th set tie break, simply aren't the same. Fanblock is the solution for sports venues, professional clubs and teams, and the sporting experience as a whole.

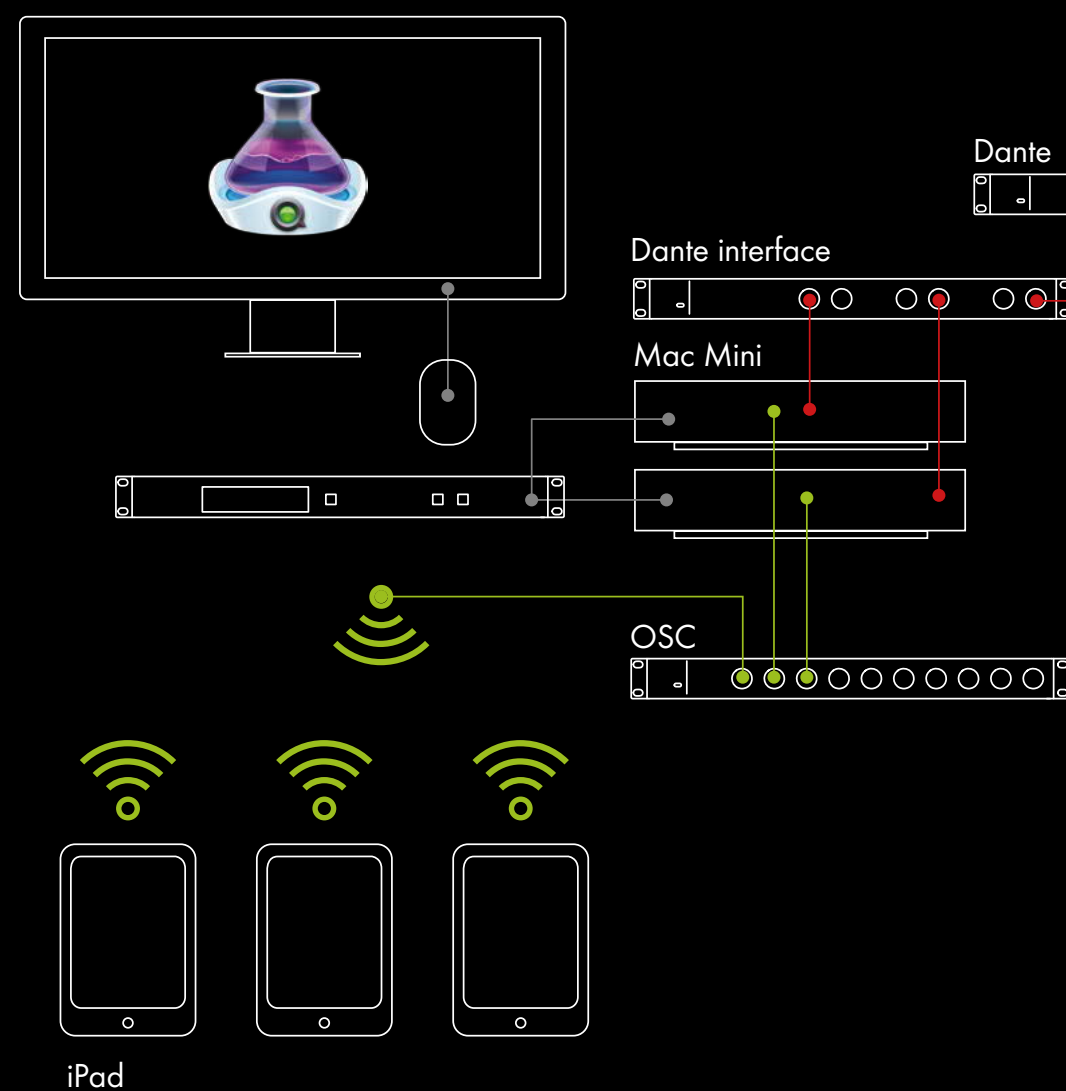
Because a better atmosphere on the field of play, means a better atmosphere for everyone watching.



# - with ease



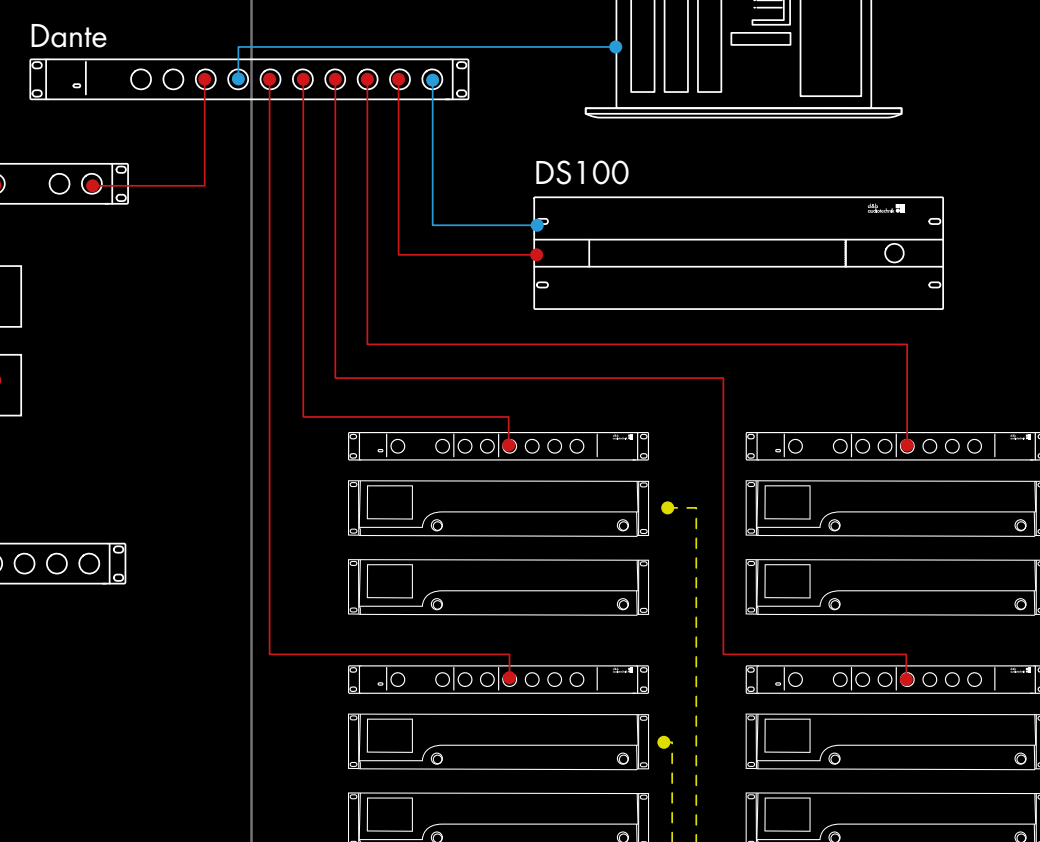
Stadium Sound audio content.



Sound files and playback system.



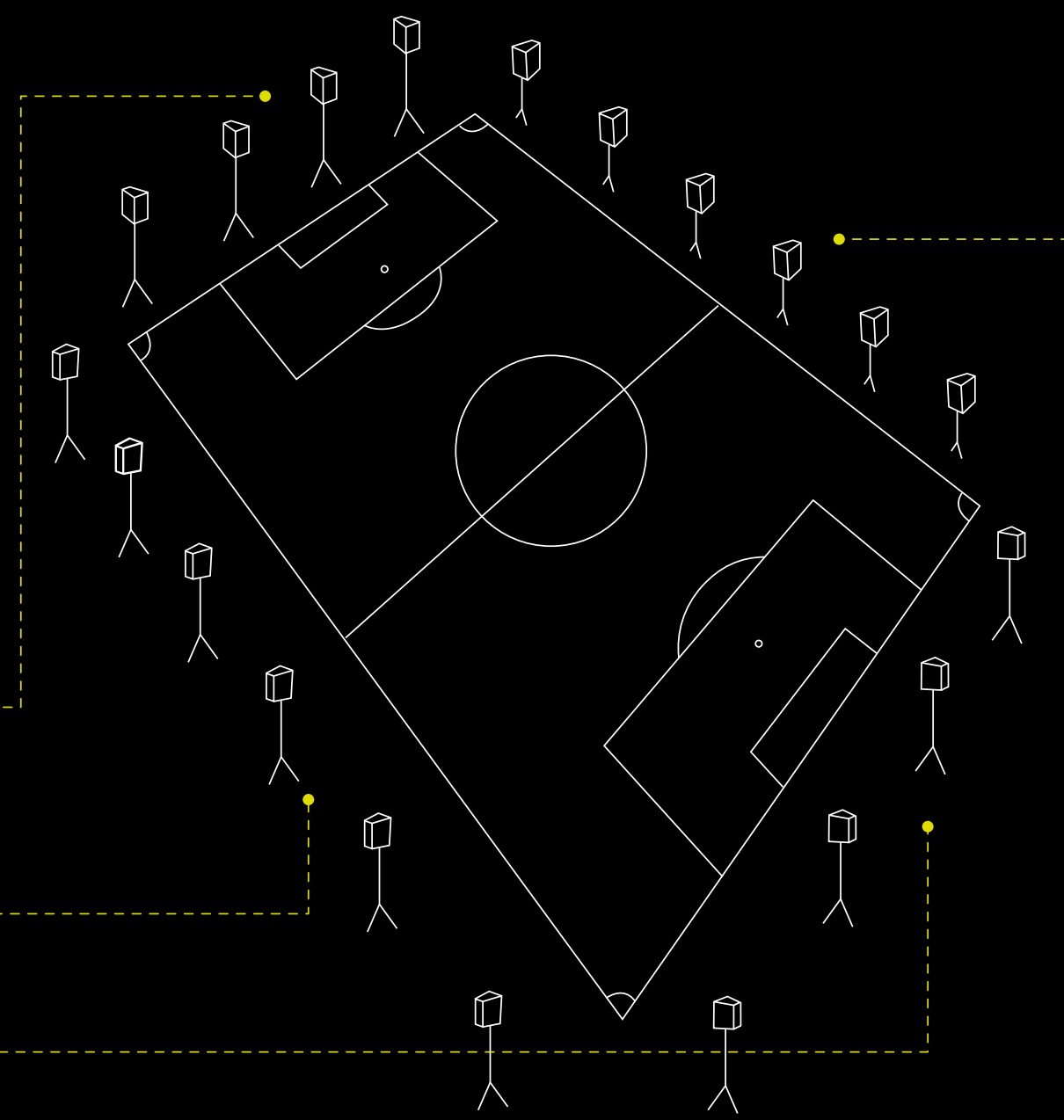
Signal processing and distribution.



Signal processing, management and distribution.



Loudspeaker system distribution.



Loudspeaker system designed for playing field (not the audience).

## How does d&b Fanblock work?

Fanblock equips you with everything you need to create the electric atmosphere of a capacity crowd: hardware, software, installation, training and support. It's a world-class audio solution that's simple and straightforward to put in place – and easy to control.

### It starts with a loudspeaker system.

Our team helps you design the best system to recreate the sound of a sell-out crowd. We usually recommend several small point sources (rather than fewer, larger speakers) – all aimed at the field of play, and all rented temporarily until the fans are back where they should be.

### Made possible with our hardware and software.

To make the sound as real as possible, we use our industry-leading DS100 Signal engine, so the right sounds reach the right parts of the system at the right time. Every time.







# - with control

## How does d&b Fanblock work?

### **Made real with stadium sound software.**

Autograph Stadium Sound is our software partner, supplying the audio content you need to bring the stadium to life, from non-specific crowd noises, through to fully customizable chants and reactions.

You'll be supplied iPads, pre-loaded with an easy-to-use interface and sound package that's fully aligned to your club or team, and that enables your sound operator to control the atmosphere at the touch of a button. So the stadium can sound as it should.

### **Perfected with your team.**

Every Fanblock system is bespoke, so we work with you to fully optimize the sound experience. That means comprehensive training and support for your matchday team, to operate and control the Fanblock system, either in-stadium or online.





# - with impact

**Does a better atmosphere make for a better game? Ask any athlete.**

According to academic research, over two-thirds\* of athletes agree that spectators and the atmosphere they create, enhance their individual performance. It's been proven that crowd support has a strong and significant impact on team performance,\*\* and that home team advantage is eroded when games are played without supporters present<sup>±</sup>.

Then ask any rights holder.

Better atmospheres make better performances – and a better, more authentic product.

**“Covid-19 will accelerate the decrease in sports rights values... I think everyone will be more discerning about what they pay... closed door matches are not the product we paid for.”**

Simon Green, Head of BT Sport

\* 'Spectators effect on performance', Blum A, Ball State University, 2002

\*\* 'Does the Home Advantage Depend on Crowd Support?', Ponzo M, University of Naples Federico II & Scoppa V, University of Calabria and IZA, 2014

± 'Echoes: what happens when football is played behind closed doors?'

Reade J & Singleton C, University of Reading & Schreyer B, WHU, 2020





# - with d&b Fanblock

**Contact your local d&b reseller today, to find out how d&b Fanblock can fill your stadium.**

d&b audiotechnik provide professional audio solutions to accurately transfer both passion and precision through high-end reproduction.

Internationally regarded as a leading company for sound reinforcement systems in installed and mobile applications, with a reputation for quality, service, system integration and pioneering technological development.

## **d&b Fanblock**

Powered by Autograph Stadium Sound.  
Putting the atmosphere back into sport.

