



AHnVISION COMPARISON CARD

	PROSCOREBOARD SOFTWARE	AHnVISION SOLUTION	ROSS XPRESSON SOLUTIONS
System Type	<ul style="list-style-type: none"> • Presentation & Display Control Software 	<ul style="list-style-type: none"> • Turn-Key Scoreboard & Broadcast Graphics Engine; Hardware Server 	<ul style="list-style-type: none"> • Professional Broadcast Graphics Platform; Hardware Server
Solution Components	<ul style="list-style-type: none"> • Software Scoring Interface 	<ul style="list-style-type: none"> • Software Scoring Interface • Data Configuration Dashboard • Graphics Scene User Interface • Graphics Rendering Engine/Server • PTZ Camera Integration 	<ul style="list-style-type: none"> • Ross Server • Graphics Scene User Interface • Rendered Graphics playback
Core Functionality	<ul style="list-style-type: none"> • Passes score data and pre-built graphic content to LED display boards 	<ul style="list-style-type: none"> • Passes score controller data to LED scoreboard • Can function as an independent scoring system • Creates real-time broadcast graphics and customizable prompts & built in Advertisement space • Semi-Customizable Graphic Scenes • Live data integration via Stat Crew XML format 	<ul style="list-style-type: none"> • Fully customizable graphics & GUI creation • Live data integration for professional broadcast
Primary Market(s)	<ul style="list-style-type: none"> • Churches, Houses of Worship 	<ul style="list-style-type: none"> • Mid-Major D1 Institutions • D2 & D3 Institutions • Junior Colleges • High Schools • Small Independent/Recreational Leagues, • Church Leagues • Small Broadcast Trucks & Streaming 	<ul style="list-style-type: none"> • Professional Sports Franchises • Major (Power 5) D1 Institutions • Major News Outlets
Customization Level	<ul style="list-style-type: none"> • Limited customization to template adjustments and external media • No Broadcast graphic platform (5-10 pre-baked prompts included) 	<ul style="list-style-type: none"> • Semi-customizable templates • Dynamic assets via Real-time graphics engine • Professional Broadcast-quality graphics included • Multiple Broadcast Styles • External Graphic Loader • Real-time rendered customizable Prompts and Stats display 	<ul style="list-style-type: none"> • Fully customizable layouts, graphics, & data logic • Professional Broadcast-quality graphics made to order (not included)
Initial/Entry Cost	<ul style="list-style-type: none"> • LOW entry cost • \$2,500 initial software and limited graphics • Requires host PC/Mac to run software 	<ul style="list-style-type: none"> • MEDIUM entry cost • Turn-key, plug-n-play system • \$38,500 Hardware + Software solution 	<ul style="list-style-type: none"> • HIGH entry cost • \$60,000 Hardware solution (per server) • \$15,000 - \$30,000 initial graphics package
5-Year Projected Operating Cost	<ul style="list-style-type: none"> • \$2,500 initial cost • \$2,500 annual software subscription • Volunteer operator • \$12,500 5-year cost projection 	<ul style="list-style-type: none"> • \$38,500 initial cost • \$0 annual software subscription • Volunteer operator • \$38,500 5-year cost projection 	<ul style="list-style-type: none"> • \$85,000 - \$100,00 initial cost • \$60,000 annual operator/programmer salary • \$400,000 5-year cost projection



	PROSCOREBOARD SOFTWARE	AHnVISION SOLUTION	ROSS SOLUTIONS
Integration Ecosystem	<ul style="list-style-type: none"> • Works with ProPresenter ecosystem • Scoreboard controllers 	<ul style="list-style-type: none"> • Integrates with Stream Deck, NDI, and scoreboard controllers 	<ul style="list-style-type: none"> • Part of Ross Video ecosystem (Carbonite, Ultrix, Dashboard)
Camera/Tracking Integration	<ul style="list-style-type: none"> • NONE 	<ul style="list-style-type: none"> • Supports PTZ camera tracking via onboard NDI camera and onboard keyboard/joystick controller 	<ul style="list-style-type: none"> • Advanced multi-camera and switcher integration
Proof of Play/Reporting	<ul style="list-style-type: none"> • Basic playback logs 	<ul style="list-style-type: none"> • Built-in proof-of-play with impression count and duration tracking • Customizable Ad Play reports 	<ul style="list-style-type: none"> • Available via Ross Dashboard and XPression reporting
Support & Training	<ul style="list-style-type: none"> • Online documentation • Community support 	<ul style="list-style-type: none"> • Direct AHnOvation support, setup, and training services 	<ul style="list-style-type: none"> • Professional Ross service contracts and certified training required • Online library
Targeted User Persona(s)	<ul style="list-style-type: none"> • Volunteer or production operator 	<ul style="list-style-type: none"> • Volunteer or production operator • Athletics departments • Small broadcast crews • Creative teams 	<ul style="list-style-type: none"> • Professional broadcast engineers and media directors • Professional Game operators

