

# PORTALBE AUDIO MADE FOR THE FOOTBALL FIELD



## EXECUTIVE SUMMARY

Brigham Young University Football team was searching for an all-in-one system that was loud and easy to set up. After testing the system personally, the Anchor Audio Bigfoot met all of their needs and more.

## ABOUT

The BYU Cougars are the college football team representing Brigham Young University (BYU), a private research university that is owned by The Church of Jesus Christ of Latter-Day Saints and is located in Provo, Utah. Excluding online students, BYU is the largest religious university and the third largest private university in the United States, with almost 34,000 students on campus each year.

## HOW THE BIGFOOT HELPED BYU FOOTBALL

The BYU Football team had been using a sound system that had six different moving pieces. It was cumbersome to set up, tear down, and the sound quality was barely decent, so they set out to find a better option with superior sound. Errol Seaver, Director of Football Video & Technology at BYU, was advised by a friend to check out the Bigfoot while at the College Sports Video Association (CSVA) conference this year. "They took me straight to the Anchor Audio booth to see it first-hand. [Sales executive], Richard [Araujo], knew the product inside and out and was very easy to work with. He wasn't pushy at all and you could tell that he wanted you to be informed, not pressured, so you could make a clear decision." After checking the volume and portability, the most attractive thing he noticed was set up time and sound quality. Implementing the product was so easy, after unboxing it they immediately took it outside to test and within 30 minutes it was being used for workouts. After having the Bigfoot for only a short time, they are already using it to play music at camps, and to make announcements on the field. The design is so intuitive, they mastered the Bigfoot in about five minutes. Having wheels and the option to operate completely wireless and battery powered, they love that you can move around on a whim, and you don't even have to stop playing your music!

## RESULTS & REVIEW

BYU's Director of Football Video & Technology is thankful to have found a product that offers so many options for connectivity, while not sacrificing sound quality and ease of use. The Bigfoot is perfect for university football teams. "It was love at first sound! Seriously, I've been waiting on something like this for a long time. Where else can you find so many mic inputs along with a CD player, USB port, a charging USB port, SD card slot, Bluetooth, stereo mini input, all that with a bass and treble mixer and combining it in a housing that one person can move and setup in less than 60 seconds? It is mind blowing. It is incredibly loud and you can charge it and not have to deal with running an extension cord or have to be close to a plug in at all while using it. Where has this been my whole life?" - Errol Seaver, Director of Football Video & Technology at Brigham Young University & Secretary of Collegiate Sports Video Association



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