

# eSports

WE KNOW THE GAME



## INNOVATION CENTERS



# WE KNOW THE GAME



## **What is eSports?**

For some students, the prospect of earning a college scholarship for doing something they love, playing competitive video games, is a dream come true. Others, are just looking for the camaraderie that comes from playing a team sport, something many haven't done before.

## **Equipping an eSports Program for Success**

To create an eSports program, you'll need a team coach or advisor, gaming equipment, and an eSports facility. Depending on the resources you have available, this could be as simple as a converted computer lab or as robust as a full eSports arena, complete with space for announcers and live spectators. Whatever your budget and needs, mediatechnologies knows eSports and we have the tools to create a successful space for your eSports program.

## **Varsity vs Club**

Will the space be Varsity or Club? You'll either have an Arena environment, sponsored by and for the school, focused on competition at a national level OR a Club environment where gaming is after school and more about students getting together and gaming often playing different games than that of the Varsity team. They still compete, but at a different level.

## ZONES

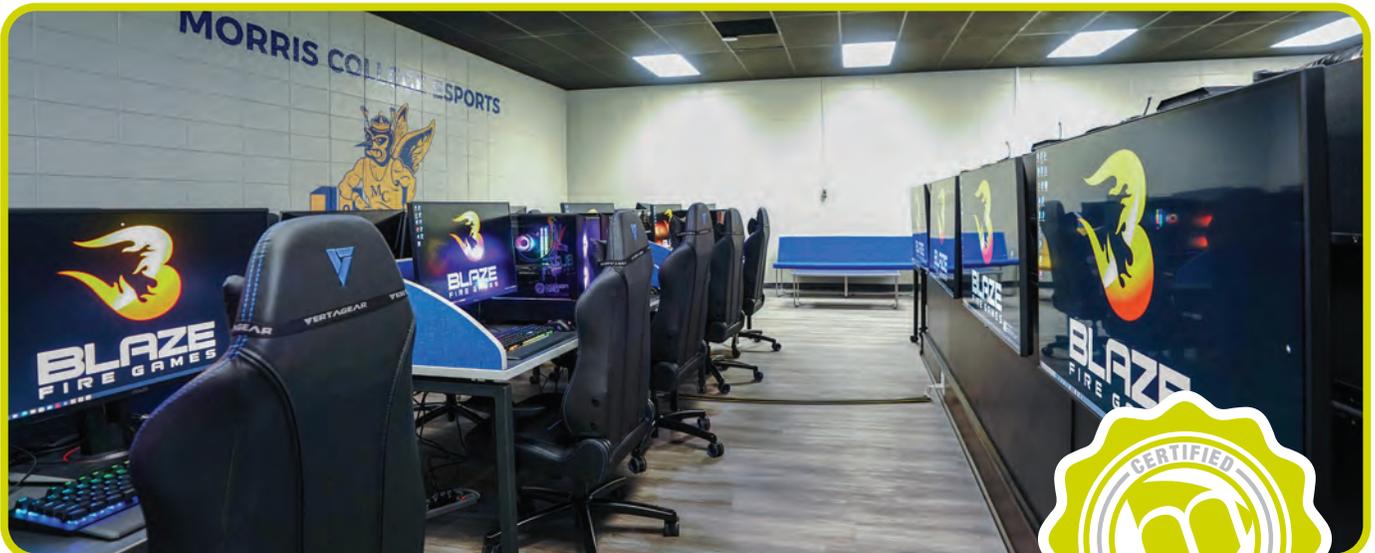
### Varsity Competition Arena

- Gamers
- Spectators
- Commentators
- Meeting/Training
- Storage
- Streaming
- Charging

### Classroom/Lab/Club

- Facilitator
- Commentators
- Student/Gamers
- Collaborative/Programming
- Storage
- Charging

# ESports



**LOOK FOR OUR "CERTIFIED REAL DESIGN" BADGE!**

This badge will appear on Solution Starter & Turnkey Solution pages when the design has become a real, fully finished, and installed Esports Facility!





“ Esports is the new **college football** ”

-Forbes

# The Rise of **Esports**

## BENEFITS

### EDUCATIONAL OPPORTUNITIES

Millions in esports scholarships every year

Improve GPA and attendance

Increased participation in after-school activities

### LIFE SKILLS

Teamwork, communication and socialization

Goal-setting, problem-solving and perseverance

Introvert engagement

### CAREER OPPORTUNITIES

Connects STEAM principles to something students enjoy

Team management, content creation, IT...

Number of Viewers (millions)

2020

435.7m

2021

489.5m

2022

532.1m

2023

540m

**\$1.44**  
**BILLION**

2023 Global esports Market Size



**8,600+**

High School Teams in the US

**200**

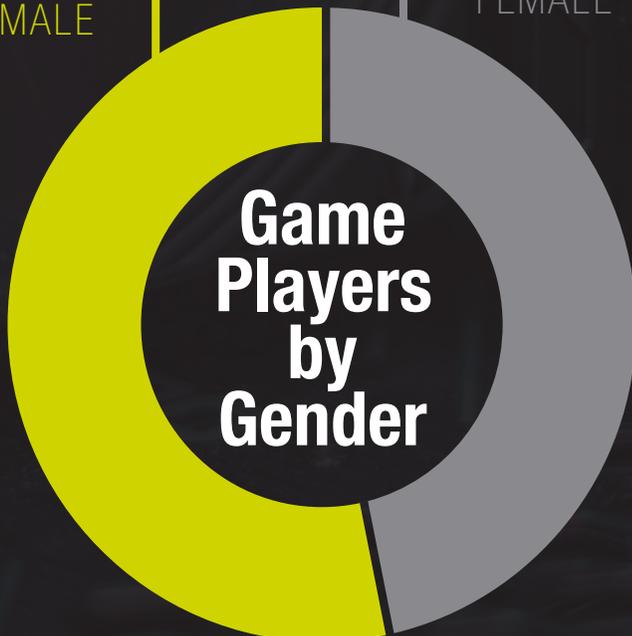
University Teams in the NACE  
(National Association of Collegiate Esports)



North America market held a significant market share of **>35% in 2021**

**54%**  
MALE

**46%**  
FEMALE



**Game  
Players  
by  
Gender**

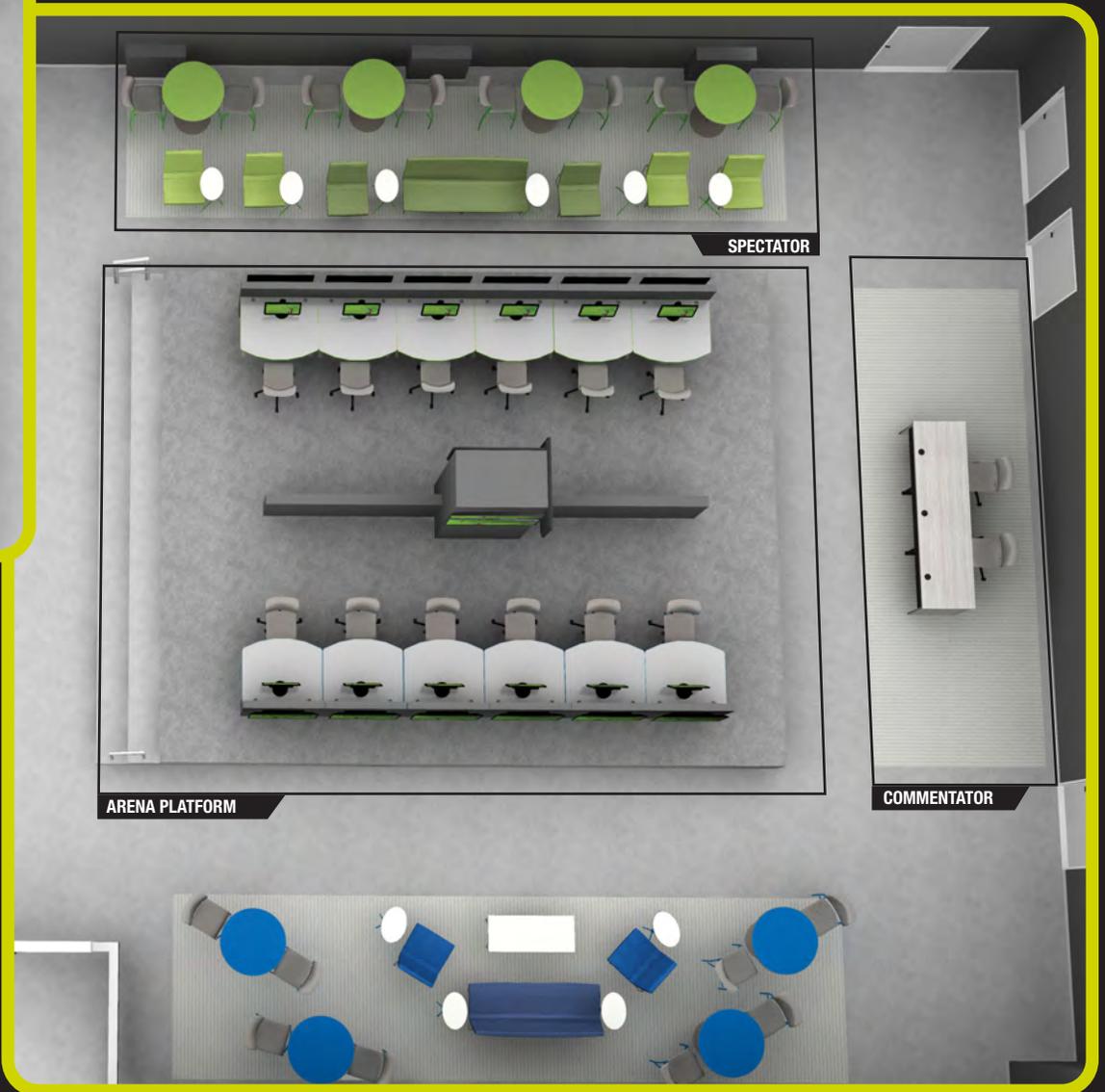
**\$48**

**M I L L I O N**

in Esports Scholarships Awarded since 2021

# COMPETE / CLUB / TRAINING

## PLANVIEW



SEE PAGES 37-39 FOR FINISHED  
INSTALLATION PHOTOS!



## ARENA PLATFORM

The **6 vs 6 Stage** accommodates 12 personal gaming stations. Players are positioned in a way that separates them from the crowd and they have a sense of ownership of their station. Each station has table top power for any devices on the work surface and all wiring is hidden.

The **Team Meeting Room** functions as a strategy room, allowing discussion of what went right and what went wrong in a collaborative and open environment complete with Coach's area and space for film review.

A broadcast station for students and a separate office for the coach is also available in this space.

## TRAINING / STRATEGY



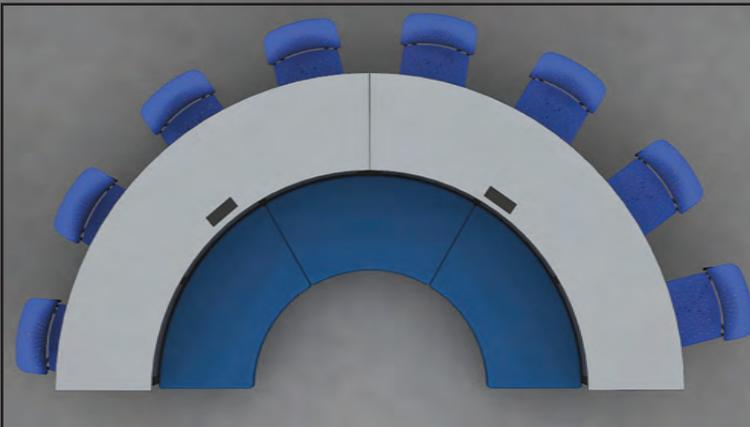
# CLUB / TRAINING / CLASSROOM

## PLANVIEW

CLUB GAMERS



STREAMING / BROADCASTING



TRAINING



FACILITATOR & STORAGE



SEE PAGES 27-28 FOR FINISHED  
INSTALLATION PHOTOS!



## TRAINING

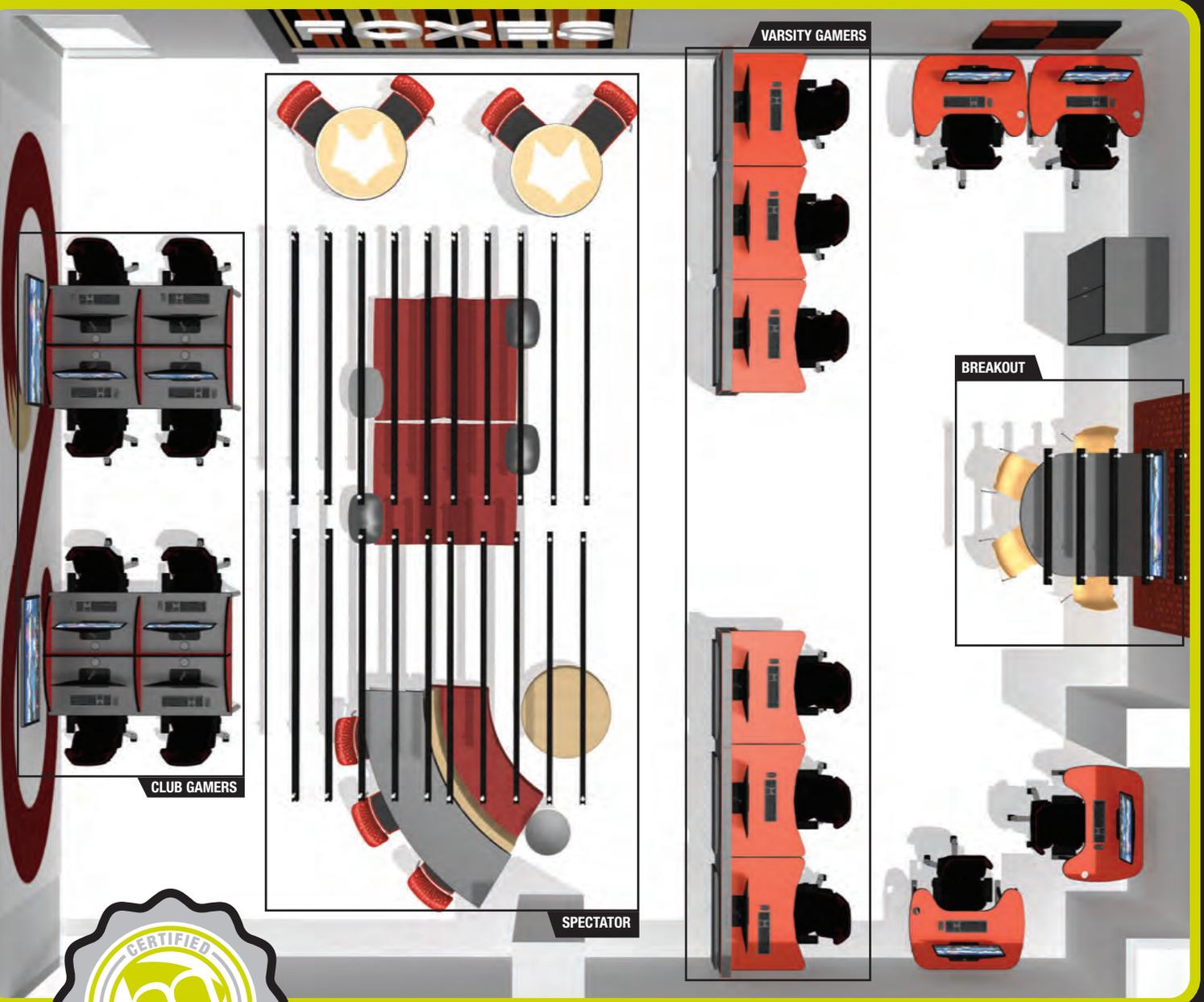
A **Club Space** utilizing our Cirrus Esports Console for adaptability, with intentions of being a classroom for now, it is dedicated to afterschool activities where students come during lunch or after school to game and compete against one another. Note some of the zones we mentioned earlier for Gamers, a Facilitator, Collaboration, Storage and Charging, and a future zone for commentating once they start to compete on a national level.

## CLUB GAMERS



# PLAY / CLUB / CLASSROOM / TRAINING

## PLANVIEW



SEE PAGES **23-36** FOR FINISHED  
INSTALLATION PHOTOS!



## GAMERS / SPECTATOR

This space doubles as an arena and classroom/lab – where the focus is on **LEARNING AND COMPETING**. Ensuring we were able to accommodate a general sized classroom for instruction. Lounge spaces double as alternative training hubs for athletes, breakout spaces for collaboration, and various touchdowns for individual or group work. Acoustical products are used on the ceilings and walls to control the noise, and branding of furniture and walls invites a sense of pride and spirit within the school.

## BREAKOUT



# COMPETE / CLUB / CLASSROOM / TRAINING / SPECTATOR

## PLANVIEW



Our **Exploratory Stage** of the design process brings forth what facilitators and administration really wants to see in their space.

In this case, the Principal and Coach had differing needs/wants for their space. While the Coach was looking to include a commentator desk they had seen in a previous mediatechnologies project, the Principal wanted to maximize student capacity and include spectator seating in their refurbished esports space. The solution to fulfill these needs was to incorporate spectator seating just outside the space, and **maximize their esports dollars** by utilizing it as a general commons area when not in use for cheering on their esports teams!

SEE PAGES 37-40 FOR FINISHED  
INSTALLATION PHOTOS!

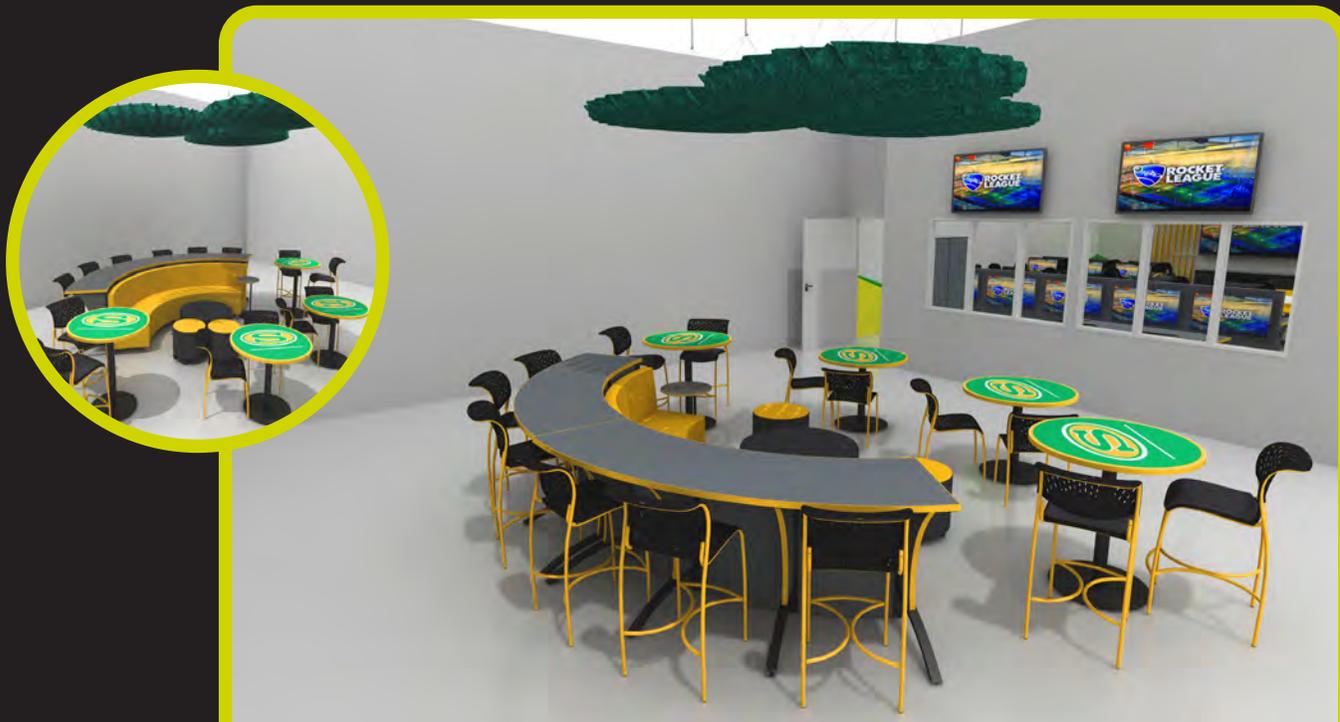


## GAMERS

The **Cirrus Esports Cabinet Console** equipped with monitors and configured to accommodate both gamers and spectators. This is a unique project in that we were tasked with reinventing an existing space, focusing more on competition than club and training.

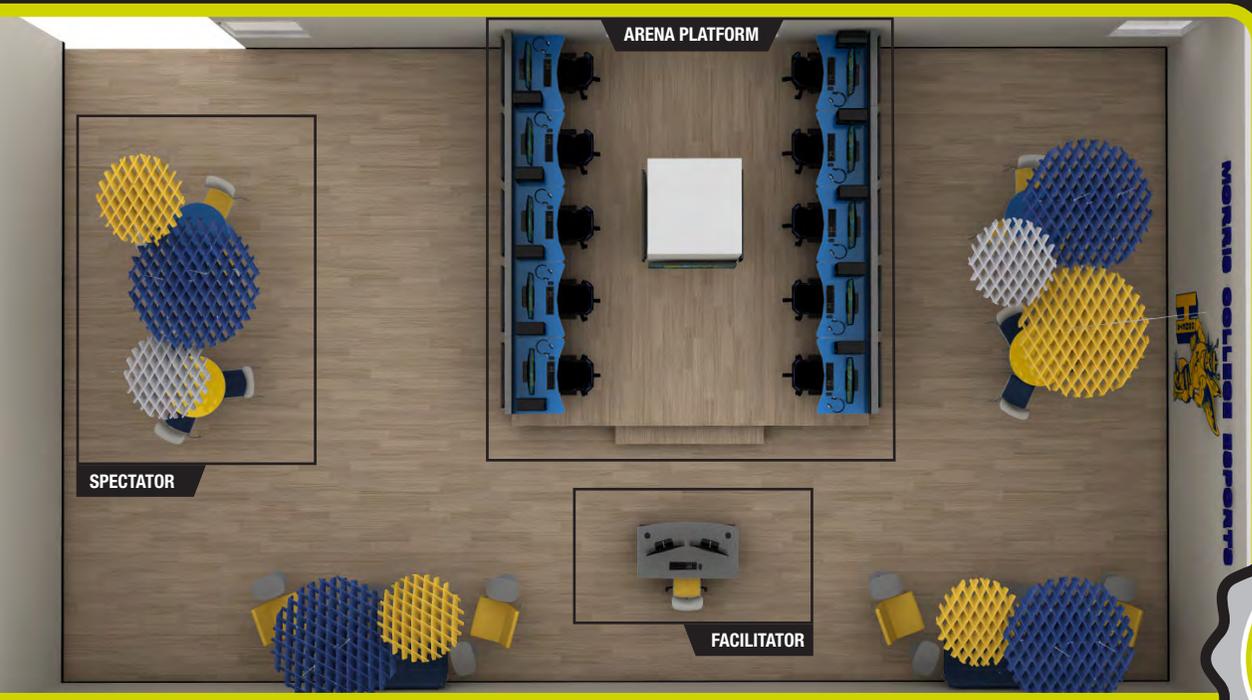
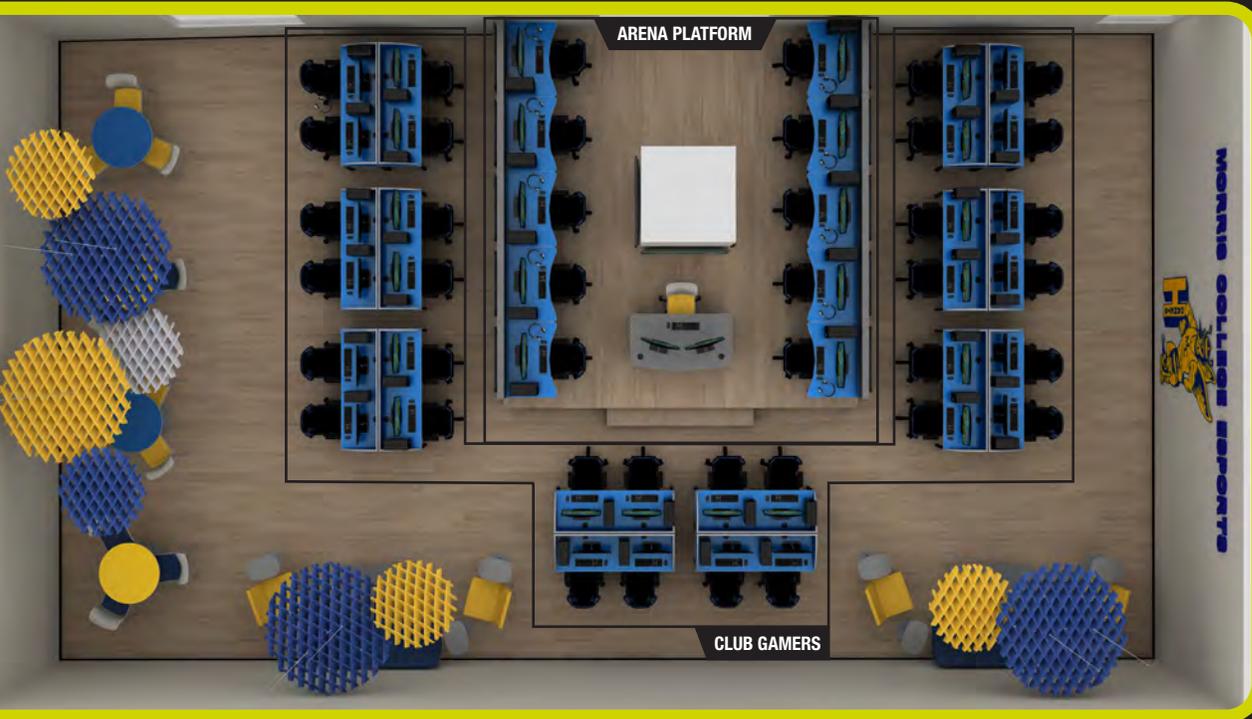
**Zones Include:** additional storage (to store backup gaming equipment), multiple breakout areas for developing team strategy and viewing film, a spectator zone (where viewing is outside of the actual arena – in part again because this was an existing space that was adapted into an esports arena so we suggested utilizing a window wall from the corridor for viewing). The Spectator furniture is multipurpose and able to accommodate esports needs during game-time, while doubling as a communal space during the day.

## SPECTATOR



# COMPETE / TRAINING / SPECTATOR / COMMENTATOR

## PLANVIEWS



SEE PAGES 29-32 FOR FINISHED  
INSTALLATION PHOTOS!



## GAMERS

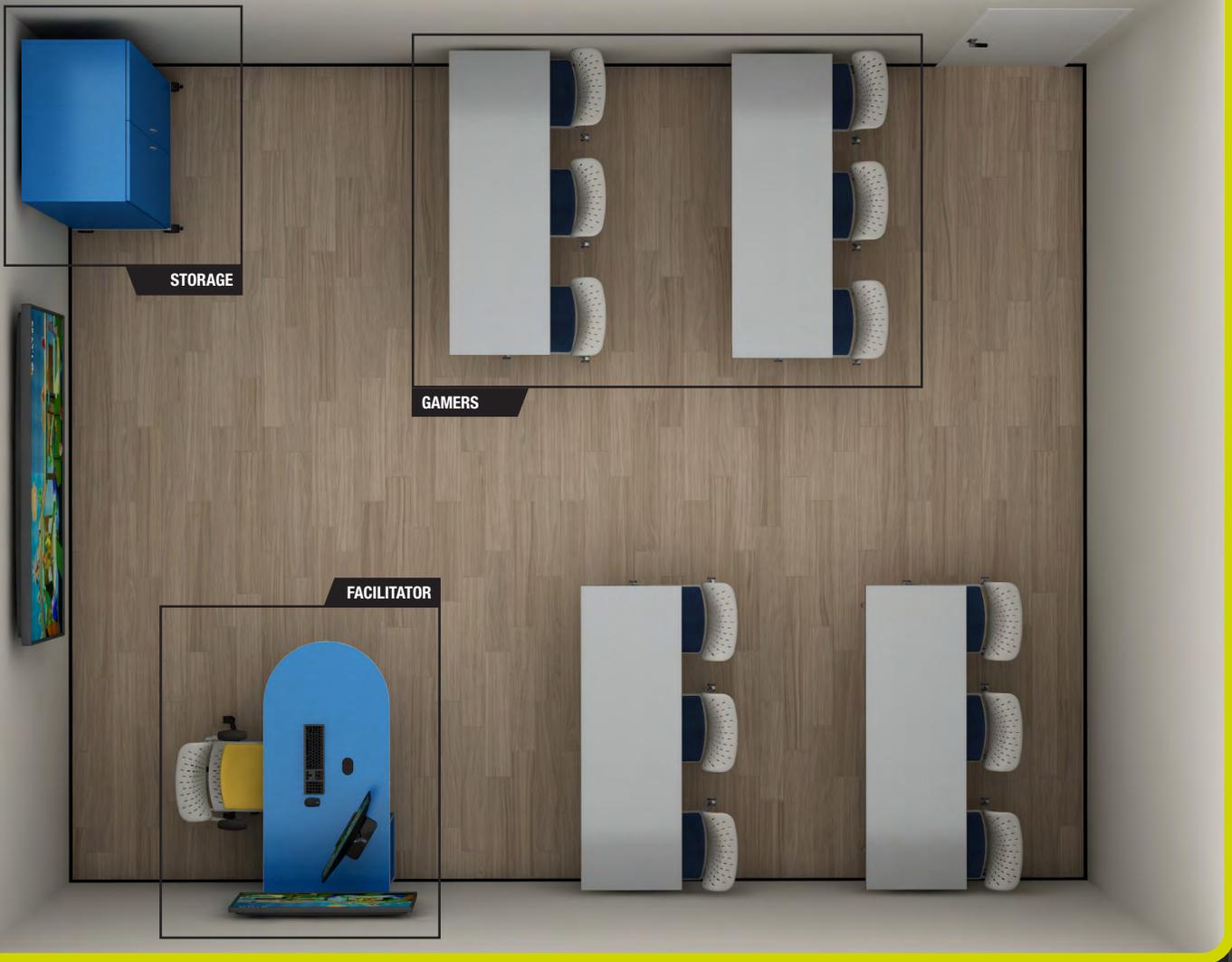
In some cases, it is necessary to have Varsity, and Club sports in the same facility. During our exploratory stage, it was determined that this space should include **Club Gaming** and **Varsity Gaming**. The Varsity can be found on the elevated platform, while the Club is on the lower. Cleverly, we were able to include spectator seating as well. Using our seamless, wire integration, and mobile tables, the Club Gaming area can easily be rolled out to the hallway and spectator seating arranged for your Varsity Gamer viewing!

## SPECTATOR



# COACH'S OFFICE

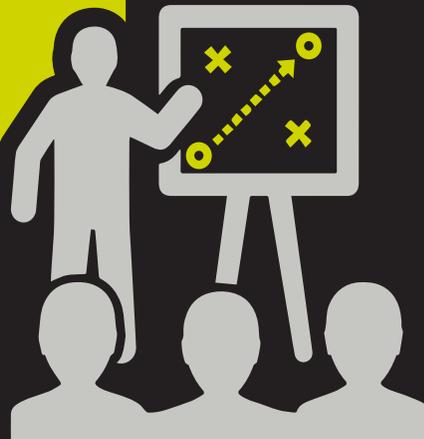
## PLANVIEW





## COACH'S OFFICE / TRAINING

A **Coach's Office** can double as a team room to review film, and discuss strategy. Often times those students who need extra study time to remain eligible can utilize this space during practice or after-school hours.



**COMPETE / TRAINING / SPECTATOR /  
COMMENTATOR / STREAMING**

**PLANVIEW**



**ARENA  
PLATFORM**





## TRAINING

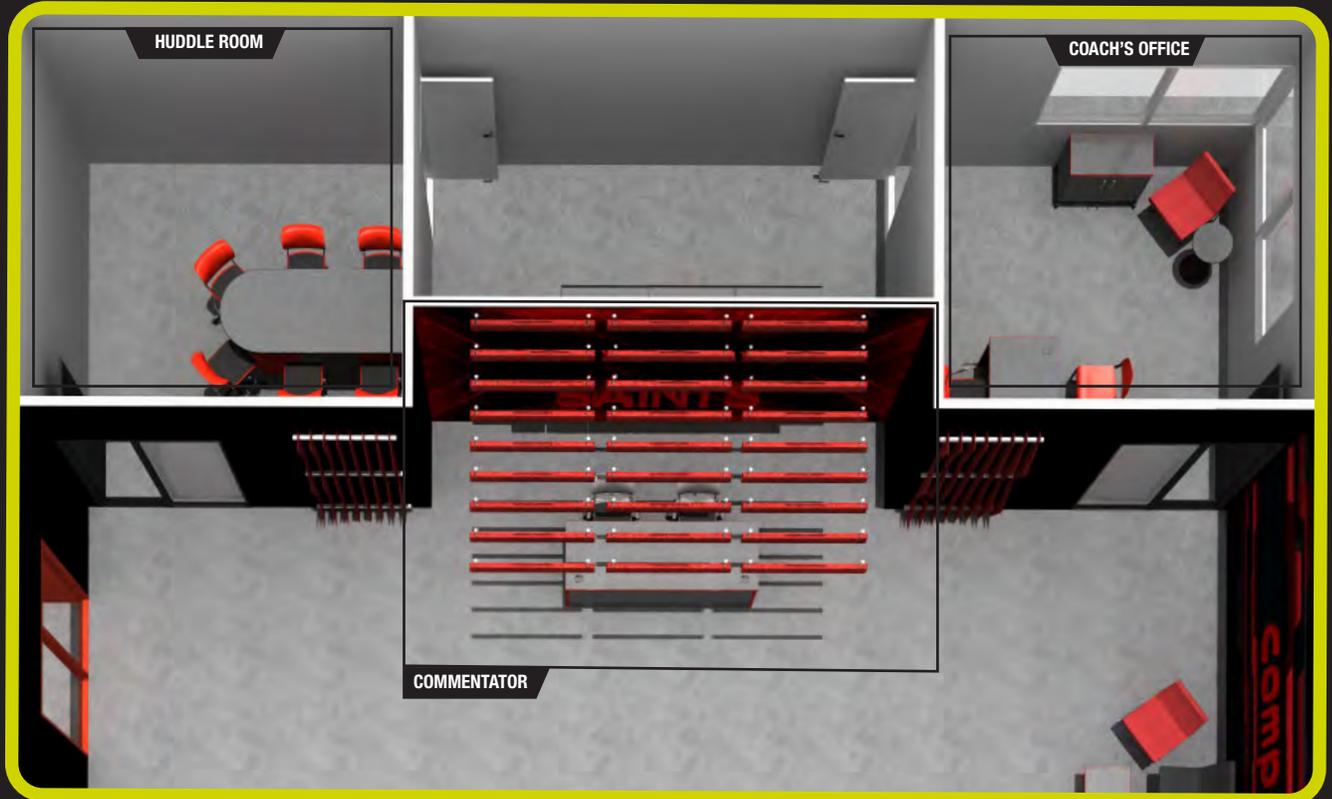
This arena's focus is not only on the competition but the **EXPERIENCE**. Like traditional college sports, there's a good chance some of these athletes are on scholarship, big donorship dollars are funding this space and international streaming is a bigger component. Heavily branded and outfitted to accommodate a larger and more diverse group of gamers and viewers. You'll notice the competing zone is again elevated and gamers are in rows, the training zone is separate from the competition to allow the 2nd string to condition, there are multiple viewing opportunities for spectators with various seating options, commentating is more distinct, larger and centrally located to allow room for streaming technology and real time coverage.

## SPECTATOR



# COMMENTATOR / COACH'S OFFICE / TRAINING

## PLANVIEW



## COMMENTATOR

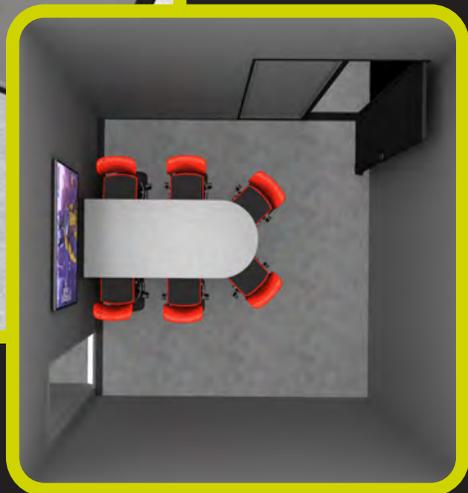


# Turnkey Solutions

**OFFICE**



**HUDDLE ROOM**



# COMPETE / TRAINING / SPECTATOR / COMMENTATOR

## PLANVIEW





## SPECTATOR

**Innovation Centers** or multiplex spaces with an esports component provides a space for learning and competing in several aspects of both the main space as well as the adjacent rooms. While there is a competitive zone for gaming, there is also a massive space for large classroom activity and a unique curriculum component. Boeing teamed up with the school district to offer flight simulation by way of the esports platform. This is a great example of where esports is able to provide cutting edge learning opportunities to highschool students that may have otherwise never had the opportunity to explore careers in aeronautics.



## ARENA PLATFORM



# ***COACH'S OFFICE / TRAINING***

***PRODUCTION***



***INDIVIDUAL /  
CONDITIONING***





**LIVE STREAM / BROADCASTING**



**COLLABORATION / TRAINING**

**MAXIMIZE  
YOUR  
ESPORTS  
DOLLARS!**



***Esports***  
**CAREER  
CONNECTIONS**



**BUSINESS**

Sales  
Human Resources  
Business Development  
Advertiser



**COMPETITIVE**

Coach  
Recruiter  
Director  
Player

**EDUCATION**

Teacher  
Coach  
Curriculum Writer  
Researcher



**HEALTH**

Wellness Coach  
Nutritionist  
Psychologist  
Fitness Trainer

**EVENTS & PRODUCTION**

Event Director  
Shoutcaster  
Streamer  
Producer



**INFORMATION TECHNOLOGY**

Technician  
Engineer  
Game Developer  
QA & Support



**MARKETING**

Social Media  
Creative Strategist  
Web Designer  
Artistic Director



**MEDIA & CONTENT**

Photographer  
Videographer  
Content Creator  
Journalist



***BUILDING AND GROWING*** a winning esports program requires interest from key stakeholders, such as students, parents, and administrators. Funding by way of community and/or grants, and strong, ergonomic furniture that supports the technology needed to run your program.

Unlike the world of professional esports, esports in education focuses more on connecting, learning, and playing in and out of the classroom so students, educators, and families can experience interest-driven learning.

Building community and developing marketable skills as it relates to STEM/STEAM, providing the same social and emotional learning (SEL) benefits as traditional sports, such as teamwork, leadership, and sense of belonging.

Creating opportunities for safe and engaging spaces. Research shows that 80% of esports teams are comprised of students who have never participated in extracurricular activities. Esports in Education provides students with an alternative track to play a sport, be an athlete, and belong to a team. Another key focus of the K-12 esports athlete is recruitment for scholarship opportunities.

# Clubs Esports



**Left:**

**Cirrus** curved tables with **Hannah** stools (background), **Jane Desk** with Hannah task chair.

**Above:**

**Cirrus Esports Cabinet Consoles** with Bow top worksurface.

**Below:**

**Timmy** desk with Vertagear Gaming Chair.





***This facility makes the most of it's space!*** The requirements for this space were to have a club space that was mobile and could be moved out of the room when competition takes place. The mobile GTX Carrels (above) are an example of the club setup. If you look to the upper right, this space is what the spectator zone looks like when the club equipment is removed from the space.

**80%**

*of esports teams are comprised of students who have never participated in extracurricular activities.*



# Club Esports

TAKE A SEAT! GET IN THE GAME!



 **medialia**  
technologies



**84%**

of Season Zero players reported they finally found a community they could connect with.

**BUILD A COMMUNITY**



"The kids that are participating here have **dramatically pulled up their grades** to be eligible. It gives this small group **a reason to come to school.**"

**Coach Catherine Turner** - Lafayette High School, GA

# Varsity Esports

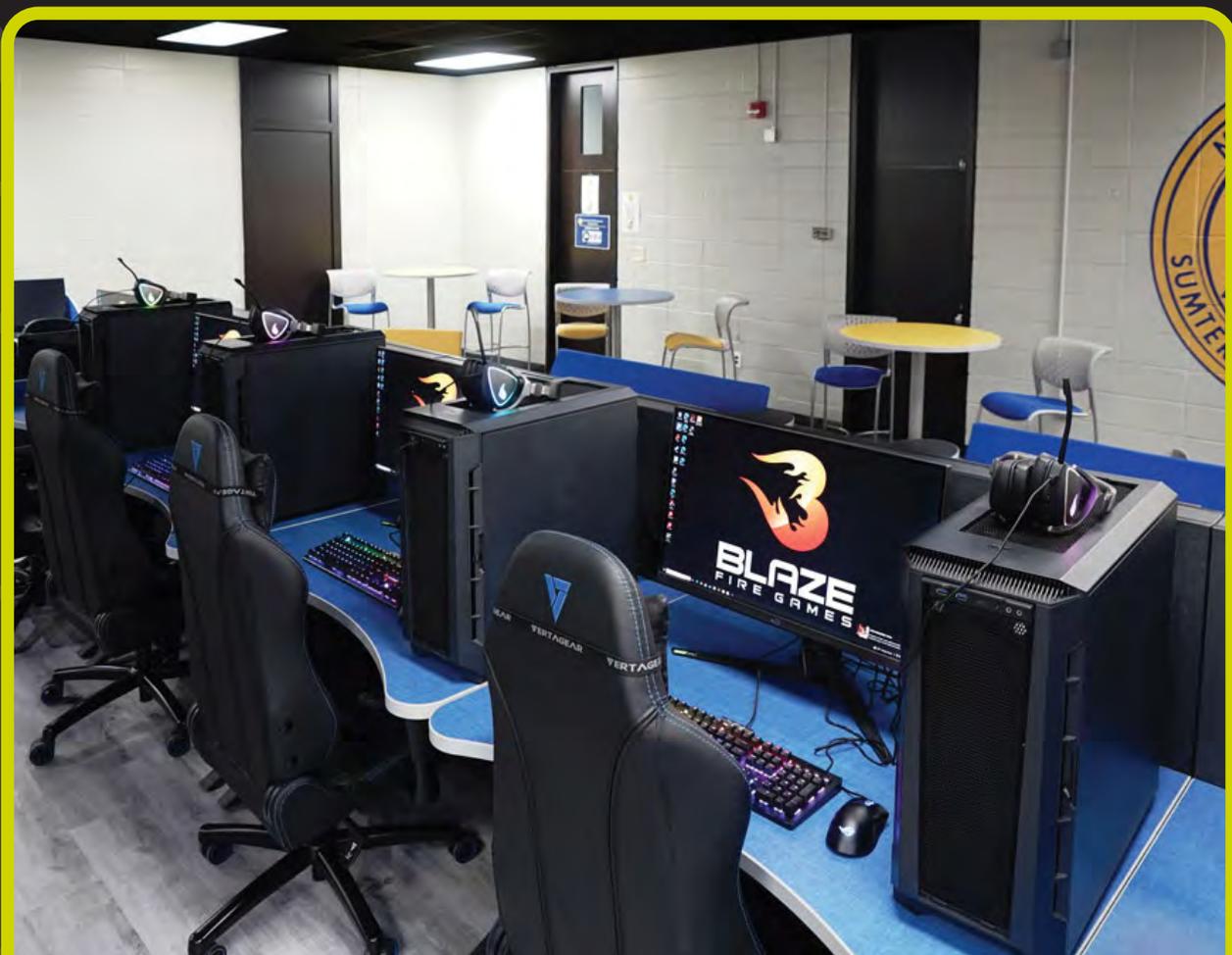


**Left:**

**Forum** lounge seating and tables. **Hannah** stools with **Orbit** tables.

**Below:**

**Cirrus Esports Cabinet Consoles** with convex top worksurface.







**Above:**

Forum lounge seating and tables. Hannah stools with Orbit table.

**Below:**

Cirrus Esports Cabinet Consoles with convex top worksurface.



# Varsity Esports



# Varsity Esports



**Above:**

**Cirrus Esports Cabinet Consoles** with convex top worksurface & **Wire Management.**

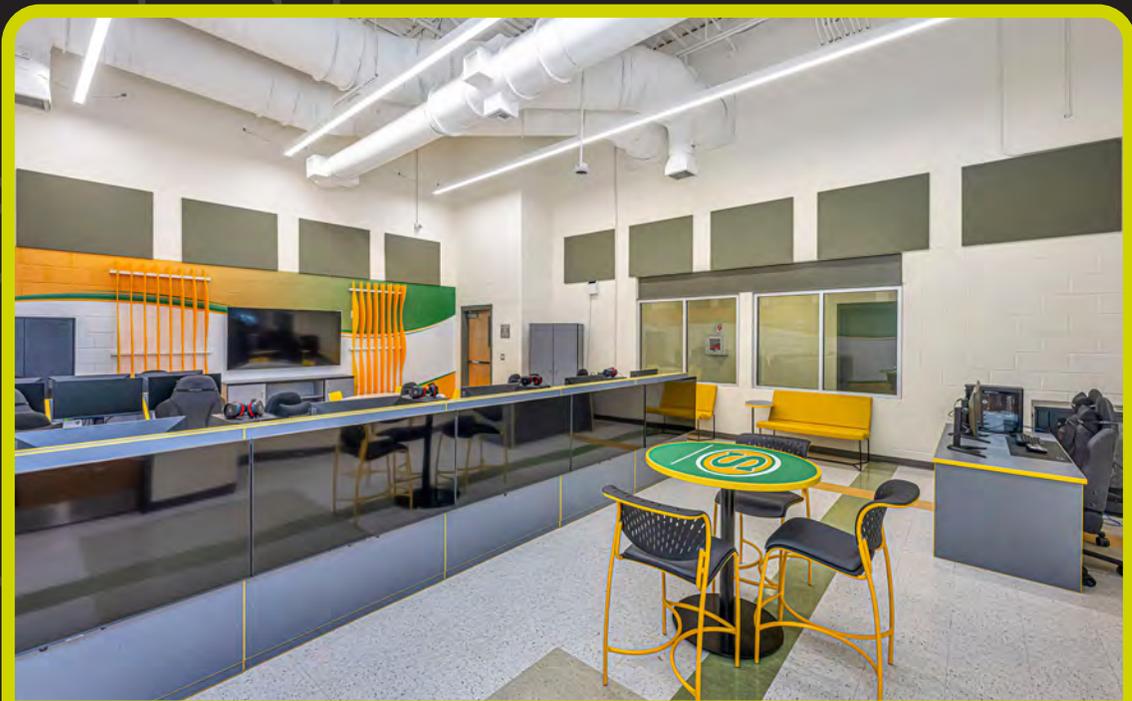
**Left:**

**GTX Carrels** with **Gamer Chairs** and **Hannah Stools.**

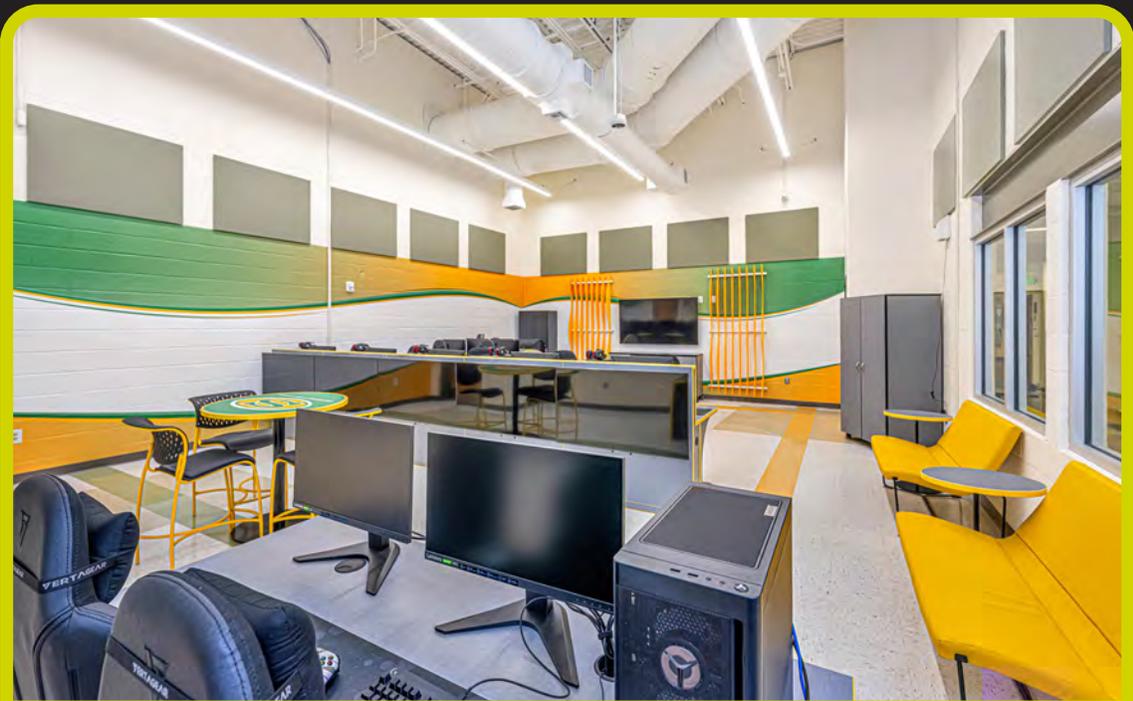


**Above:**

**Cirrus Esports Cabinet Consoles** with convex top worksurface .  
**GTX Carrel Tables** with **Gamer Chairs**. **Orbit Table** with **Romak Chairs**.



# Varsity Esports



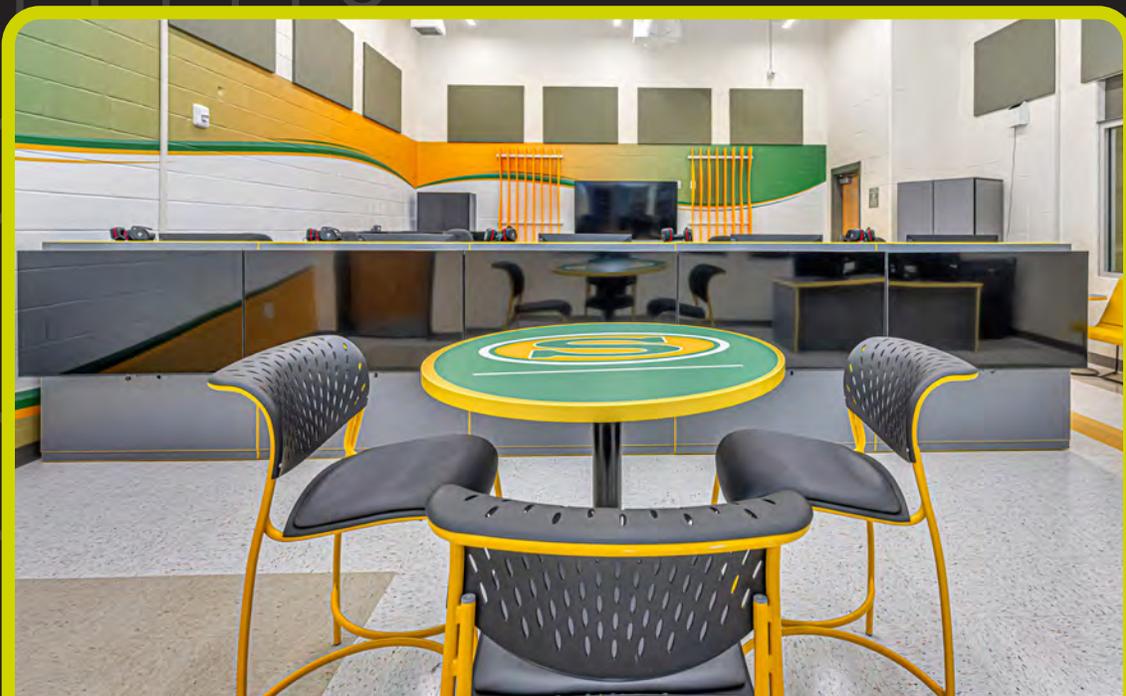


**Above:**

**Rubix Cupboard & Open Storage. Gusto Accent** wall mounted solution.

**Below:**

**Orbit Table** with **Hannah Chairs**.

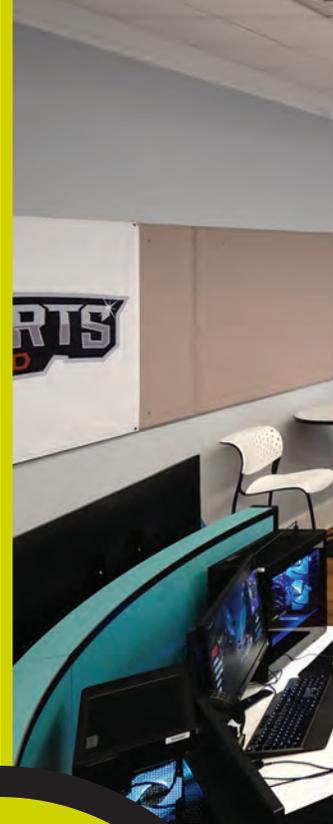


# Varsity Esports



***WE KNOW WIRE MANAGEMENT***





LET US BE YOUR FIRST CALL!  
**REAL-TIME  
CONSULTING &  
DESIGN**



# Varsity Esports



## Left:

Forum lounge seating, with **Forum Work** tables. **Hannah** stools and **Orbit** table (background)

## Above:

Cirrus Esports Curved Consoles

## Below Left:

Cirrus desk



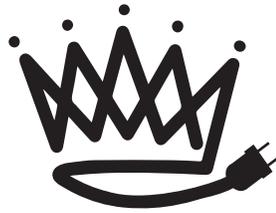
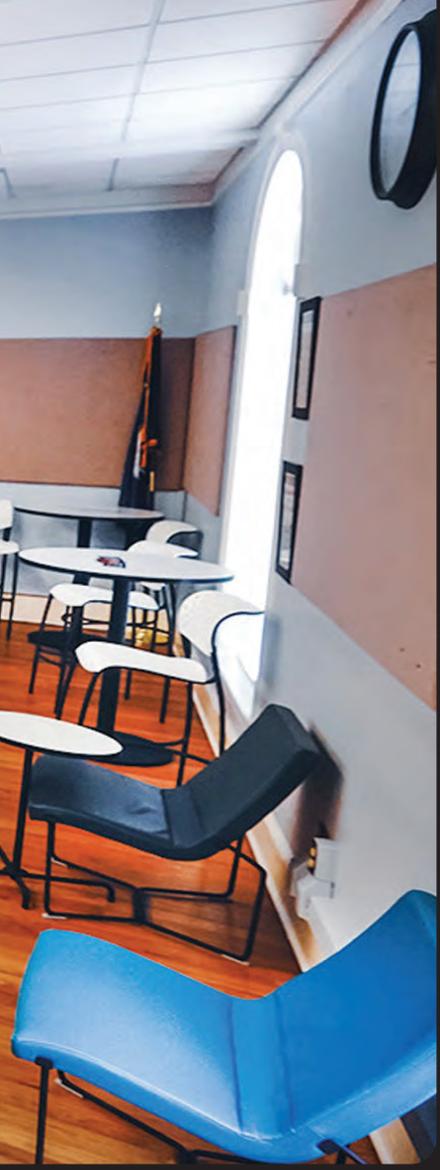


## Cirrus Esports Curved Consoles

Create the ultimate arena with curved gaming consoles! Designed for a bowl effect where spectators can sit around the arena and view play from all sides. Consoles allow for wire management and accept monitors for viewing.

"Results from a trial demonstrated **increased attendance** rates and team members' **GPA's are 1.5 points** above average for the school."

- **Complete High School**  
Maize, Kansas



**WIRE  
MANAGEMENT**  
IS KING WHEN DESIGNING  
YOUR ESPORTS PALACE!

CHECK OUT OUR SOLUTION BELOW!



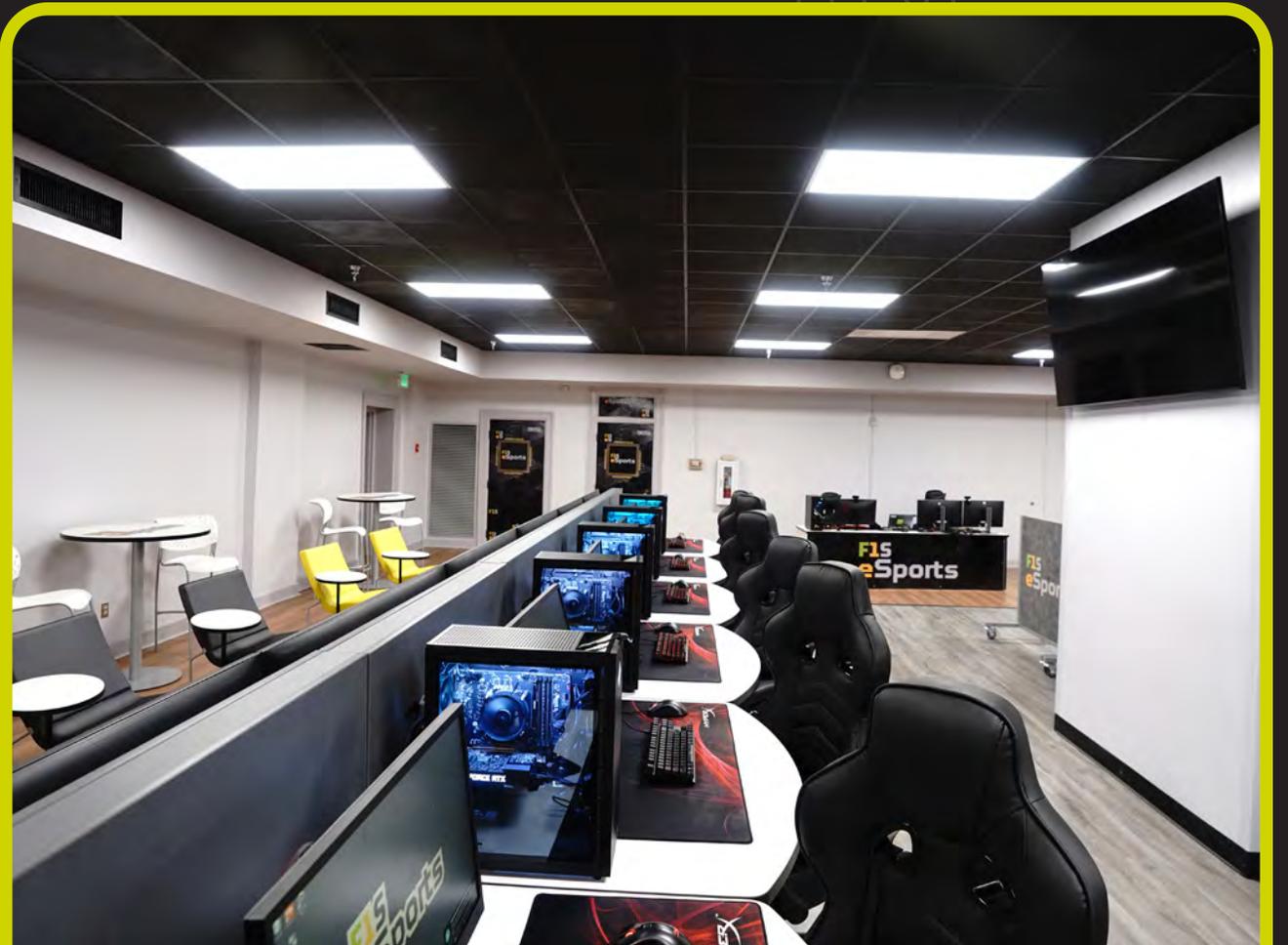
# Varsity Esports





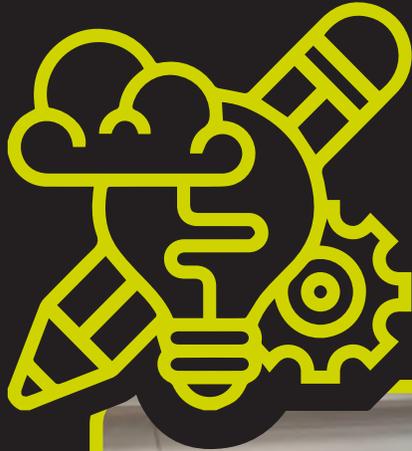
**Above:**

Cirrus Esports Cabinet Consoles with Gamer chairs, Dreamer mobile privacy walls.





**Top & Bottom:**  
Forum Lounge chairs with Forum Work tables.



# REIMAGINE THE SPACE





### Cirrus Esports Cabinet Console

Designed for clean and seamless wire integration.



## Esports

in Education provides students with an alternative track to play a sport, be an athlete, and belong to a team. Designed and developed in 2019 and installed by 2020, Florence 1 Esports Arena has held many competitions and has gone to the playoffs every year since it's conception.

Ranking in the top 8 and 16 in the nation in the High School Esports League, with a top 4 in Valhalla Esports League. When not in the regular season leagues, F1S has traveled and competed in CEC Invitational located in Concord, NC winning 1 competition per trip. Also worth mentioning, F1S has competed twice yearly with Florence County Parks and Rec in which they have held trophies for three years in a row!

Five students have received scholarships since the program began. One student for Rocket League in the first year, three students for Overwatch in the second year, and one for Overwatch just this past year! There are roughly 200 programs currently offering varsity scholarships for eSports athletes and this list continues to grow. "Colleges offered over 16M in scholarships in 2020" - according to Forbes Magazine

*"My favorite aspect of this space is the multiple ways that you can watch the kids play. Specifically from the outside, we have all of the televisions that show the kid's perspective of the game that they're playing. The big column in the middle where we have the stream going so that you can see multiple perspectives and hear the commentator while they play. The kid's favorite aspect of the facility is the stadium itself. It's elevated and has its own area where they can talk and communicate, everyone can see each other and communicate in a line compared to if they were at home."*

- Gavin Cribb

Coach, Florence 1 Schools

*"As a family, we are so proud of Ben and where he has gone with his performance in Rocket League. Having played for years prior to joining the esports program, it's amazing to see his confidence level rise."*

- Clarissa McCann

Parent of Florence 1 Student Benjamin McCann

### Below:

Forum Lounge seating with Forum Work table.



# OUR **E**SPORTS CAPABILITIES



**BRANDING  
CAPABILITIES  
WITH POLY, PAINT  
& EMBROIDERY**

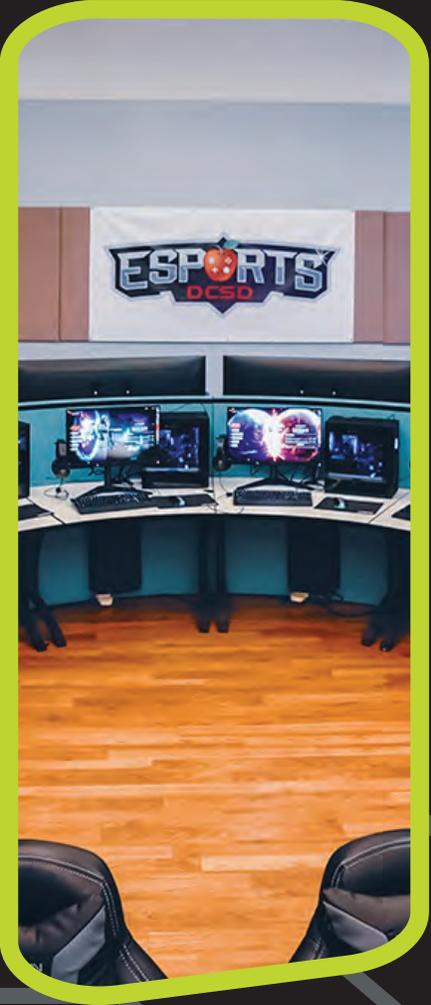


**CUSTOMIZATIONS  
BRANDING WITH  
PRINT AND VINYL**

**100's OF  
STANDARD  
FINISHES**



WE KNOW THE GAME



**ERGONOMIC  
FURNITURE  
DESIGNED TO  
INTEGRATE  
GAMING  
TECHNOLOGY**

**2D & 3D DESIGN  
DELIVERABLES**



# TEAM & SPONSOR BRANDING

**mediatechnologies** can help you give your space a special custom flair. Use our colors or the colors of your school or organization to create custom signage. We can add mascots and in some cases, your custom art to our line of wall mount signs, ceiling banners and column banners to convey your very impactful statement. Custom logos applied to podiums have been very popular. We can even have special custom laminate made to incorporate your logo or message into table tops, chair shells and other furniture surfaces. Contact us to learn how we can help you put together your custom package.

## Custom Laminate

Do you want to incorporate custom art into your shell seating, table tops or other furniture? We can make that happen for you. Custom laminate can be applied to table tops and the backs of your chair shells. Contact us to learn about our requirements for custom laminates.



## Custom Logo Decals

A durable vinyl decal of your custom art can be placed on podiums, rolling carts, condiment and waste receptacle stations.





***FIT & FINISH***

WITH TEAM PRIDE AND SPIRIT!

# OUR BRANDING CAPABILITIES

## POWDER COAT

### 18 Standard / RAL Colors (500)

- No Minimum
- RAL/one-time nominal upcharge based on color/volume

### Custom Paint Colors

- One-time upcharge per order

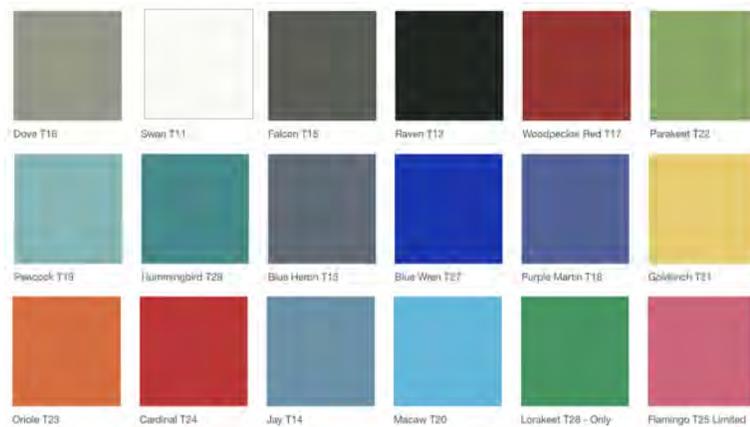


## POLY

### 18 Standard

### Custom poly colors

- 256 min. quantity



## SPRAYON

### 12 Standard Sprayon coordinates

Oak or Maple veneer seating, tables, and casegoods

### Custom Colors

- No minimum requirement
- One-time upcharge per order



# Branding



## EMBROIDERY

100's of high-performance fabric options and combinations

## PRINTED

Vinyl Appliques applied to High-Pressure Laminates (HPL), steel, or veneers (vertically)

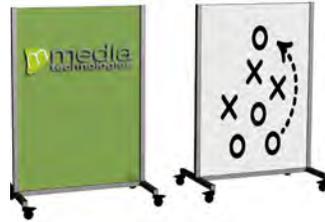
Custom laminate where the whole sheet is printed (limitation to background colors, prefer Wilsonart Think Color patterns)



# Tables



GTX Carrel Tables  
GTXSCT-A-C2460-29 / GTXDCT-C6072-29



Dreamer Privacy Wall  
DRMP-C4860-L-MOB



Gamer Chair  
GMR-00-EM



Cirrus Esports Console  
Cabinet Back, Curved  
CESCC-C3450-54CRV-L-29



Cirrus Esports Console  
Cabinet Back  
CESCC-C3544V-L-29/48



Cirrus Esports Console  
Panel Back  
CESPC-C3444X-L-29/48



Z-Table  
(Controller Top)  
ZS-C3045-CTRL-29



# Seating



Hannah Task Stool  
HAN009



Hannah Stool & Chair  
HAN006 / HAN001



Romak Stool & Chair  
RMS2-30L / RM-18L



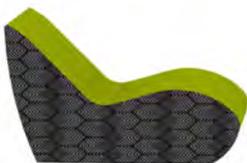
Arc Chair  
ARC-N55E43 / ARC-N55F43P



Carlo Stool  
CRS-25C



Push Pop  
PP-30-FR



Fred



Wink  
WNK-3030



Zip Table  
ZP4-C3636-42



Orbit Café  
O22-C3636-42



Orbit Table  
O22-C3684D-42



Peadique  
PDQ-C0032-42

# Spectator Seating & Tables

# Product Suite



Full Time Halfback Curve  
FTCBV2-60-5S



Full Time  
FTSB2-2424-4S



Full Time Game Controller Ottomans  
FTGC-3660-5S / FTGC-3245-4S /  
FTGC-2228-4S



Full Time Mobile  
FTD-36-5C /  
FTD-20-5C



Forum Relax Lounge  
FRM-N68E03T / FRM-N68E03D / FRM-  
N68E13D



Forum Relax Lounge Chairs / Ottoman  
FRM-N68E-TABLET-R / FRM-N68E03S / FRM-N68E10



Forum Work Tables  
FRM-C0018-26 / FRM-BP1420E-26



Forum Coffee Tables  
FRM-C68-E2448L / FRM-C68E2424L

# Desks



WCT - Panel End Table  
WCT-C2460P-29



Timmy Desk  
TDR-L-C3048-29



Cirrus  
CS-C2496-60CRV-29-FHM

# Broadcasting Stations



Drift Table  
DFTSS-1872X-L-36



Interact  
LID-C72-42



Carlo Stool  
CRS-25C

Hannah Stool  
HAN006

# Console Gaming



Forum Relax Lounge  
FRM-N68E03D



Forum Relax Lounge Chairs / Ottoman  
FRM-N68E-TABLET-R / FRM-N68E03S / FRM-N68E10



Forum Work Table  
FRM-C0018-26



Forum Coffee Tables  
FRM-C68-E2448L



Rubix and Drift  
CSOS6036 / DFT-36-7224S-CS-LL-MOB

Ceiling Mounted Solutions



Silence Boom



Quiet Cloud

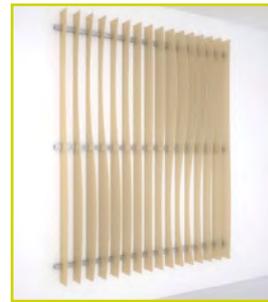
Wall Mounted Solutions



Mute Layer



Sound Mosaic



Gusto Accent



## References

High School Esports League (HSEL) - [www.highschoolsportsleague.com](http://www.highschoolsportsleague.com)  
 An affiliate of the National Association of Collegiate Esports, HSEL is one of the oldest and largest eSports leagues for high school students.

North American Scholastic Esports Federation (NASEF) - [www.nasef.org](http://www.nasef.org)  
 A nonprofit that offers a free curriculum for integrating esports into academics.

PlayVS - [www.playvs.com](http://www.playvs.com)  
 PlayVS is recognized as a varsity sport, with state-sanctioned championships, and is the official partner of the National Federation of State High School Associations.

International Journal of Esports - [www.ijesports.org](http://www.ijesports.org)  
 An open access peer-reviewed journal publishing research in eSports

"The Rising Tide of eSports in K-12 Education" - [www.k12blueprint.com/sites/default/files/Intel-Esports-in-Education-2022.pdf](http://www.k12blueprint.com/sites/default/files/Intel-Esports-in-Education-2022.pdf)



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