

CINCINNATI BUSINESS COURIER

Cincinnati Reds make high-tech ballpark changes

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The [Cincinnati Reds](#) are going high-tech with some of their changes around Great American Ball Park this year.

The Reds are jumping full-bore into social media – [an area in which the team already excelled](#)– with a new gathering spot for fans who are especially fond of tweeting and Facebooking their way through a game. The Reds Connect Zone, on the third-base side of the main concourse behind section 110, is a place for fans to gather and send their social media content to the rest of the world. The Connect Zone includes free WiFi access, mobile device charging stations and more than 25 screens of tweets, Instagram photos and Facebook posts, among other media. That area will also host local and national social media influencers from time to time. [Miami University](#) is the Connect Zone’s presenting sponsor.

[I wrote about that development back in February](#), when details were a bit sketchy.

The Reds are also blanketing Great American Ball Park with iBeacons this year as part of a deal with [Major League Baseball](#). Apple has an iBeacon technology that links with Major League Baseball’s At the Ballpark app. Fans with iPhones or Bluetooth Smart capability can use Apple iOS7 devices to get special offers, ballpark information and other data based on their specific location in the ballpark.

And you thought people came to GABP just to watch the game.

There is one more new piece of technology that’s integral to the game. Like every other MLB team this year, the Reds are adding instant replay of all plays of interest to the main video board and monitors throughout GABP. In years past, MLB teams were not allowed to run replays of close plays that could result in disputed umpires’ calls. But MLB has added instant replay reviews this season, allowing managers to challenge umpires’ calls. Along with that, fans will get to see replays of close plays during the game.

Watkins covers banking and finance, insurance and sports business