




AT&T CENTER

CreativeRealities 

**Digital Transformation  
San Antonio Spurs 2023**





**IPTV Take over 700+ screens  
across the venue**



# LED Stair integration / Take over











Digital Menu Board across concession



# Solving content design / personalization

**SHRIMP GOI** 14<sup>00</sup>  
Jumbo fried shrimp served over a sweet + sour Vietnamese cabbage slaw



**BRISKET BANH MI SANDWICH** 13<sup>00</sup>  
Slow-cooked Brisket on a toasted bun with pickled carrots, jalapeno, cilantro, + mayo

**BEVERAGES**

CANNED BEER 12<sup>29</sup>

BOTTLED SODA 5<sup>45</sup>

DASANI 4<sup>99</sup>

2,000 calories a day is used as general nutrition advice, but calorie needs vary. Additional nutritional information available upon request.

**NOODLE TREE**  
Each Order Comes With 2 Bao Buns

**PULLED PORK BAO BUNS** 13<sup>99</sup>  
Pickled Carrot, Pickled Red Onion, Green Onion


**BIRRIA BAO BUNS** 13<sup>99</sup>  
Seared Bao Bun, Barbacoa, Mozzarella, Broth, Cilantro, Onion

**BEVERAGES**

CANNED BEER 12<sup>29</sup>

BOTTLED SODA 5<sup>45</sup>

DASANI 4<sup>99</sup>

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**MINI PANCAKES** 10<sup>99</sup>  
S'MORES MINI PANCAKES  
TUTTI FRUITI MINI PANCAKES  
CHOCOLATE LOVERS PANCAKES

**MILKSHAKES** 9<sup>99</sup>  
COOKIES N CREAM LOADED MILKSHAKE  
BIRTHDAY CAKE LOADED MILKSHAKE

**BEVERAGES**

CANNED BEER 12<sup>29</sup>

BOTTLED SODA 5<sup>45</sup>

DASANI 4<sup>99</sup>




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**Beignets** 8<sup>00</sup>  
Add dipping sauce for \$1  
2 fresh fried Beignets topped with powdered sugar.  
(choice of chocolate ganache, nutella or cream cheese dipping sauce)



**Churro Beignets** 8<sup>00</sup>  
Add dipping sauce for \$1  
2 fresh fried Beignets topped with churro cinnamon sugar.  
(choice of chocolate ganache, nutella or cream cheese dipping sauce)

**Beverages**

Canned Beer 12<sup>29</sup>

Bottled Soda 5<sup>45</sup>

Dasani 4<sup>99</sup>

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