JAGUARS' 'STADIUM OF THE FUTURE' SALES CENTER FEATURES THE IMMERSIVE CUBE™ BY ADVENT

The Sales Center is anchored by The Immersive Cube™, in which fans are seemingly transported into the Stadium of the Future.



The Immersive Cube anchors the immersive storytelling journey in the center.

JACKSONVILLE, FL, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- The Jacksonville Jaguars announced the grand opening of the Stadium of the Future Sales Center, where current and prospective Season Ticket Members will be able to visualize and purchase their seating and hospitality options for 2028 and beyond. The centerpiece of the center is The Immersive Cube™, created by Advent.

"From the moment our current and future Season Ticket Members come through the front doors, they will be immersed in an experiential journey crafted to truly 'wow' the fanbase," said Jaguars President Mark Lamping. "This curated environment blends the franchise's deep community roots and rich Jaguars history with a bold, confident vision for what lies ahead all the while instilling pride, confidence and excitement surrounding its future here in Jacksonville."

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>
> *Mark Lamping, Jacksonville Jaguars President*

The center is anchored by The Immersive Cube™, developed by experiential design and technology company Advent, in which fans are seemingly transported into the Stadium of the Future. The Cube features a high-fidelity 10 million pixel-LED environment that wraps the walls and

floor into a 180-degree single seamless canvas of motion and storytelling.

“The Immersive Cube is more than a piece of cool technology. It's a fully integrated system designed to make every visitor part of the next chapter for the Jaguars’ Stadium of the Future. It transforms conceptual spaces into tangible, emotionally charged narratives that inspire connection and investment,” said Advent CEO John Roberson.



Jaguars' sales team members pivot to show views from individuals seats to suites and sideline views.



Guests walk through a tunnel flanked by video and images of the stadium from day one to present day.

The Cube is powered by Advent’s experience management system known as the Advent Operating System (AOS™). With thousands of customized scenes to choose from, the Jaguars’ sales team can quickly pivot between images to tailor the immersive experience to the individual visitor with the touch of a button on a tablet.

The Cube enables the sales team to demonstrate the positioning of new seats, suites and other amenities at the new stadium to give guests an immersive experience when making the sales pitch for tickets. Visitors can find themselves standing on the field, or sitting in sideline suites, ground-level suites and luxury suites above the 100 section of the stands.

While the Jaguars’ Cube is the fourth to be introduced in the past year by Advent’s digital experience team, it is completely customized for the organization’s needs.

"What impressed me the most was the time they (Advent) spent trying to understand what's really unique about Jacksonville and the Jaguars fans. It wasn't a cookie cutter, one size fits all plan that was brought to us,” Lamping said. "We really felt it was truly customized, and they took into full consideration what's unique about our sales opportunity, our sales challenges, and brought solutions to bear that we felt were truly customized and not just a clip and paste from some other market."

The Sales Center is located at 501 Touchdown Dr. on the site of the former Jacksonville

Fairgrounds property.

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The Immersive Cube® is Advent's real-time, spatial storytelling platform — a modular, high-fidelity LED environment that wraps walls, floor, and ceiling into a 270-degree single seamless canvas of motion and story. Unlike traditional LED rooms built on pre-rendered media, the Cube runs on a live rendering engine, so every environment responds in real time to guests, data, and live inputs rather than looping a fixed video. The Cube is powered by Advent's proprietary operating system, AOS™, developed from more than 12 years of research and development. AOS allows hosts to move fluidly between fully immersive worlds — from stadium seating views and premium amenities to city-scale digital twins and archival franchise moments — at the touch of a button, with no VR headset required. Engineered for both permanent installations and relocatable deployments, the Immersive Cube® has become the centerpiece of next-generation sales and experience centers for professional sports franchises including the Cleveland Browns, the Las Vegas Athletics, and Tepper Sports & Entertainment turning conceptual visions and future developments into tangible, emotionally resonant experiences that build genuine buyer confidence.

About Advent
Advent is a world-class experiential design and technology company that transforms physical spaces into captivating storytelling environments. By combining brand strategy, design, interactive technology, and digital content, Advent helps sports franchises, universities, and corporate leaders connect deeply with their audiences, drive engagement, and generate revenue. In 2025, Advent introduced The Immersive Cube® technology powered by the Advent Operating System (AOS) built on 12 years of Advent’s experience management system research and development. The Cube is a seamless 270-degree LED canvas that transforms walls, floors and ceilings into an immersive experience that brings future vision to life. To learn more, visit www.adventmovespeople.com.

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