Introduction to Information Systems.
Case Study 1

Ingeniería de Sistemas de Información
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What kind of technological resources would you use in a sport stadium to increase benefits?
Watch a video about Yankees’ new stadium

The New Yankee Stadium
Read an article about Yankees new stadium technologies

- [Yankee Stadium Implements State-of-the-Art Technology from AT&T](#)
- [Venuing - An IPhone App Tailor-Made For Yankee Stadium Insiders](#)
- Check their [website](#)
Discuss in pairs
◦ Which are the challenges?
◦ Which is the final goal?
◦ How do they reach this goal?

Elaborate a short abstract with your opinion (200-500 words)

Brainstorming

Improve your abstract

Useful phrases to give your opinion:
I think that
in my opinion/ in my view / to my mind
this is a matter of opinion
in my experience
as far as I know
as far as I am concerned
to be aware / unaware of a problem
to tell the truth
the fact is that
I am convinced that
I firmly believe that
I feel sth should be done about that