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Roland Bonds With Sign Supply USA

Pompano Beach, Florida—Sign Supply USA, a supplier of consumables and digital imaging products to the sign industry, was recently approved as an Authorized Roland Dealer in all fourteen of its current locations.

"This is a huge benefit to Sign Supply USA, our customers, and the markets we serve or will serve in the future," says Chris McInerney, president of Sign Supply USA. "This new expanded agreement gives us access to some very key markets, as well as allowing our new branches to participate in the eco-solvent wide format inkjet revolution."

All existing Sign Supply USA locations are authorized to sell, install, and service Roland's line of eco-solvent wide format inkjet printers and printer cutters. Sign Supply USA also plans on offering Roland's new 104-inch AdvancedJET AJ-1000, a true solvent high-speed printer Roland introduced earlier this year.

"We look forward to working with Sign Supply USA to deliver the highest levels of service and support to our customers," said Joe Dawson, industrial products group manager for Roland.



PHOTO COURTESY OF ANC SPORTS.

ANC Sports Partners With NBA on Courtside Digital Signage

Purchase, New York—ANC Sports Enterprises recently announced that five National Basketball Association (NBA) teams will feature the company's DLP® Courtside Digital Signage System throughout the 2006-07 season.

In addition to the Portland Trail Blazers, who tested the state-of-the-art system last season, the Boston Celtics, Cleveland Cavaliers, Indiana Pacers, and Minnesota Timberwolves will replace traditional rotational signage with unlimited courtside content and animations. After the signage was tested last season, the system's brightness was increased and new durable screens were designed specifically to be used courtside.

Through multi-year agreements, ANC Sports will provide the teams with a complete courtside signage solution. ANC Sports will service and operate the innovative displays with its VisionSOFT operating system, while ANC Design will create all the content to be displayed courtside.

"We are continuously researching innovative ways to enhance arena entertainment and are excited to offer our partners this one-of-a-kind digital courtside signage system," says Jerry Cifarelli, president and chief executive officer of ANC Sports Enterprises. "We are looking forward to the opportunity to introduce the DLP Courtside Digital Press Table, which will change the game experience for fans and sponsors with courtside animations, video advertising, crowd prompts, and game statistics throughout the NBA and NCAA."

The new technology's flexibility creates an opportunity to display updated team and arena information courtside. Sponsors will have the ability to easily change their artwork or cost-effectively create new promotions throughout the season. Additionally the digital courtside signage has the ability to display real-time statistics separate from or in conjunction with an advertiser's message, drawing attention to the sponsor of points in the paint, rebounds, or three-point field goals.

ANC's digital courtside display systems consist of DLP modules that measure approximately 36 inches high by 43.6 inches wide and a custom-built scorers table. The five teams will feature between forty-seven and fifty-eight feet of the new technology at center-court and on the baselines.

For more information about ANC Sports, visit www.ancsports.com.