

# Digital Signage

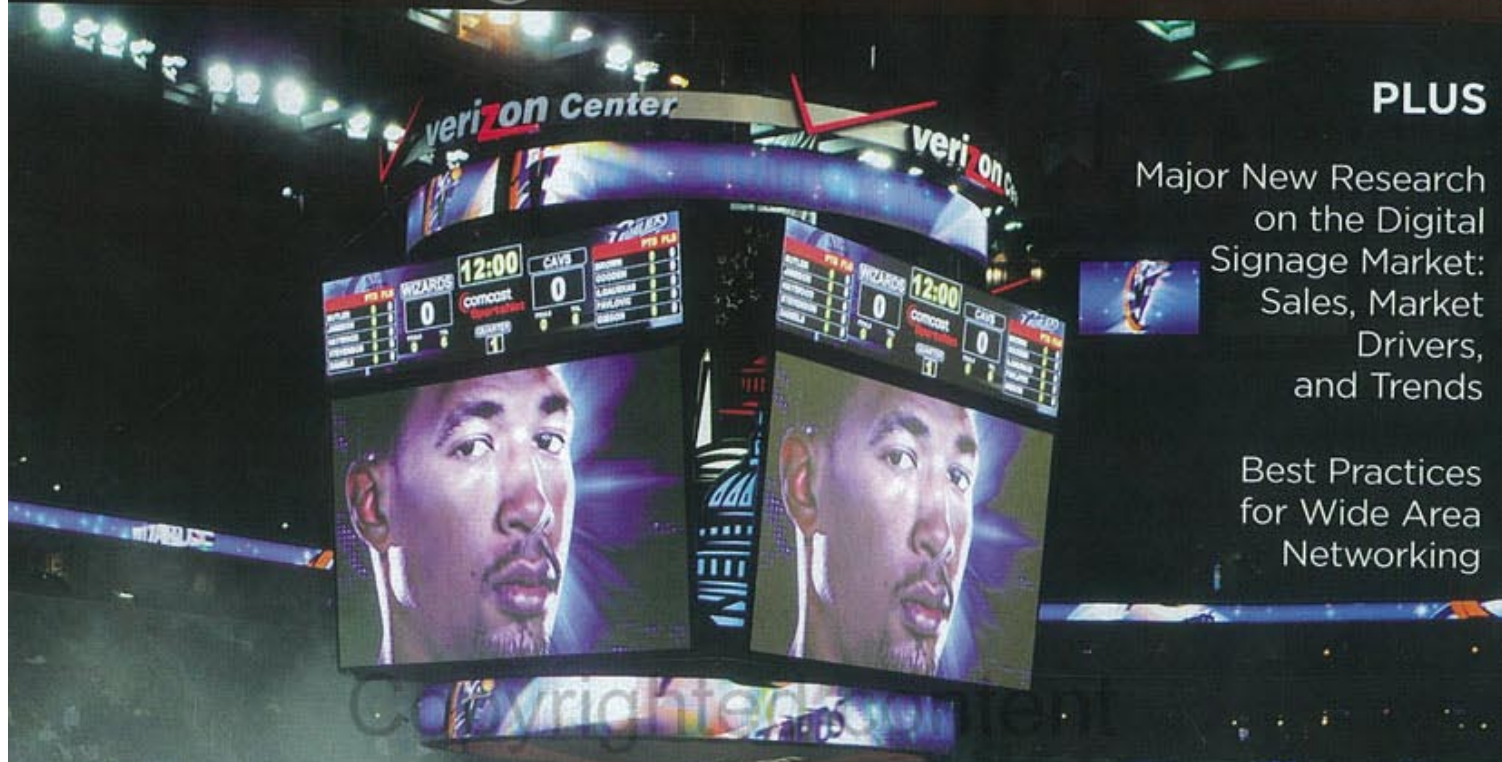
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**PLUS**

Major New Research  
on the Digital  
Signage Market:  
Sales, Market  
Drivers,  
and Trends

Best Practices  
for Wide Area  
Networking



# EYE CATCHING DISPLAYS

AWARD-WINNING DIGITAL SIGNAGE CASE STUDIES  
IN SPORTS, RETAIL, AND RESTAURANTS



## ANC SPORTS HD LED INSTALLATION SHOOTS, SCORES AT DC'S VERIZON CENTER

Designed and deployed for Washington Sports & Entertainment between August 25 and September 25, 2007, the display system at the Verizon Center is intended to create the ultimate arena experience with a state-of-the-art visual spectacle. To accomplish this goal, ANC Sports installed the first-ever true indoor high-definition light emitting diode (LED) display scoreboard and operation system. This one-of-a-kind system has the most lucid projection of any in-stadium scoreboard.

The intended user experience of the installation is to provide fans with the highest clarity of all the action, including video playback. The Verizon Center's renovation expenses were justified by the opportunity to deliver one-of-a-kind event experience to its patrons and keep

ahead of the curve in an industry where areas are built and updated yearly.

Diamond Vision was used in the scoreboard because it offers the clearest clarity and Mitsubishi was willing to create the first true pixel-by-pixel indoor high-definition video scoreboard. The Diamond Vision 6mm video screens measure 14 feet, 5 inches high by 25 feet, 2 inches wide. Additionally, four 10mm 5-foot, 3-inch high by 25-foot 6-inch wide LED video matrixes and two 20mm LED rings were added. The four 10mm video matrixes feature images with clarity found on many primary arena video screens around the country, creating an incredible visual structure with the high-definition displays that will exhibit over 68 billion colors. The center-hung struc-

ture is one of the heaviest in the country. In order to ensure the structure did not fall, ANC re-enforced the Verizon Center's roof with additional steel.

Operating through ANC's unique VisionSOFT software application, the signage system is capable of exhibiting separate game prompts, statistics, and 3D animation in real time to build an energetic environment throughout the building. The software application is VisionSOFT, which debuted in 2006 and is the first 3D interface that links together main scoreboards, fascia boards, corner scoreboards and hustle boards, exterior signage, and so on. It is also the first in the sports industry to distribute uncompressed images to the displays, eliminating all distortion. The software is capable of displaying different information on every display such as a virtual scoreboard, ads, and video or dissolving into one single animation to appear as though every display is acting as one.

ANC's successful installation of the first true HD scoreboard was dependent on its team of graphic designers and ANC's field representatives that operate the signage system during each event. The graphic design team is responsible for the creation of advertisements and images that are displayed on the main scoreboards and unique aspect ratio ribbon fascias that surround the different levels of the arena. Once the graphics are created, it is the responsibility of the field representatives to display all images during the duration of each event while also maintaining real-time statistics.

The effectiveness of the scoreboard is measured on fan feedback, which has been extremely positive.

Partners in the project included Mitsubishi Electric Eastern Sign Tech, LLC; TubeArt Signs & Sports Displays; Adams Electric Cooperative, Inc.; Hoist Sales and Service; and J E Richards. For more information: ANC Sports Enterprises, [www.ancsports.com](http://www.ancsports.com).