

New message ribbons at Beav, Jordan Center

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DAVID JONES, Of The Patriot-News



ancsports.net

ANC Sports will be installing a similar Smartvision strip in Penn State's Beaver Stadium and Jordan Center as the one in Cleveland's Quicken Loans Arena.

According to a story in a stadium trade Web site, Penn State has contracted with Purchase, N.Y.-based ANC Sports to install 360-degree message ribbons in Beaver Stadium and the Jordan Center. *Football Stadium Digest* reported on its Web site that 350 linear feet of the colorful, light-emitting-diode ribbon will be installed and operated by ANC at Beaver Stadium. And 960 linear feet will ring the Jordan Center.

The message ribbons have commonly been attached to the facade of stadium and arena upper decks in the last 10 years. They are referred to in the stadium trade as "360° LED fascia signage." ANC already operates and creates ad and fan-prompting content for ribbons in PNC Park and Heinz Field in Pittsburgh and the Wachovia Center in Philadelphia among 32 stadium and arena venues.

The additional message board space will allow room for stats and out-of-town scores when advertisements or other messages are not being presented. The Beaver Stadium ribbons will be in place and operating, according to the Web site, in time for Penn State's first football game on Aug. 30 against Coastal Carolina.