

# SIGN

## Business

www.signbusinessmag.com

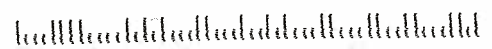
### *In This Issue:*

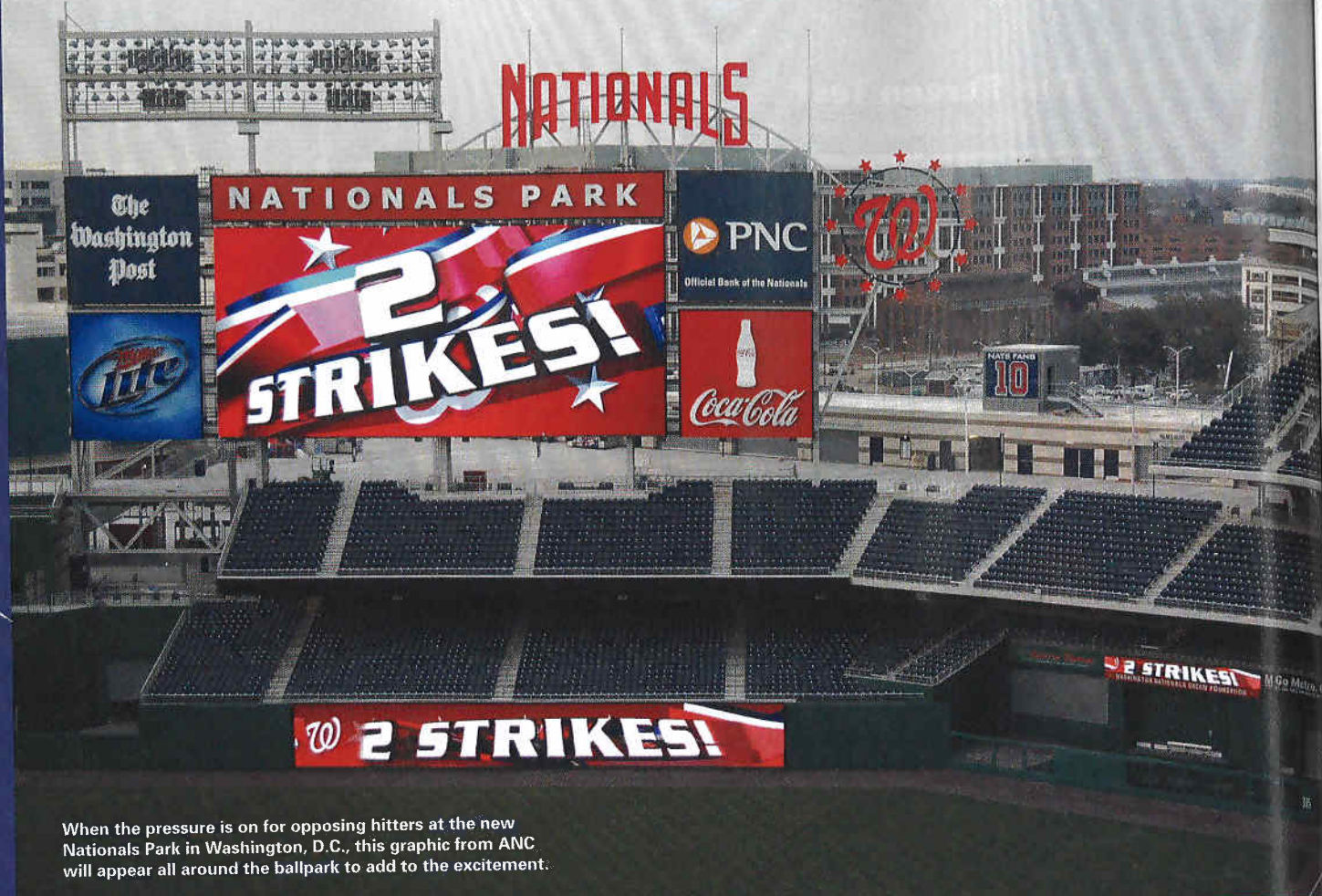
- Step-by-Step LED Channel Letters
- Rigid Substrate Rundown
- Crowd Pleasing Graphics
- Plotter and Cutter Update
- Etched Glass



## Outdoor Signage Comes Alive

#BXNGPHS \*\*\*\*\*CAR-RT LOT\*\*C-001  
 #TD 0807 0154 2652 3\*  
 JN4 SIGN1 JUL08 0007 #232 #48323  
 JEROME CIFARELLI  
 ANC SPORTS  
 2 MANHATTANVILLE RD FL 4  
 PURCHASE NY 10577-2113





When the pressure is on for opposing hitters at the new Nationals Park in Washington, D.C., this graphic from ANC will appear all around the ballpark to add to the excitement.

# Pumping Up the Crowd

ANC Design enhances a trip to the ballpark.



BY ROSS MAAK

Ross Maak is a freelance writer based in Grass Valley, Calif.

ANC SPORTS ENTERPRISES and the work it does can be seen at any number of national or college sports venues across the nation. Whether it's static art, Jumbotron videos, art for sponsors or filling a ribbon around an arena with messages for consumers, ANC is there.

The company even has people in place at each venue to make sure performances come off without a hitch. However, behind the scenes sits a group of people—the people of ANC Design—that often go unrecognized. This group of designers is led by Jennifer Landers, ANC Design's creative director.

"We do content creation for various sports leagues," Landers said. "We work directly with teams and sponsors to create content for LED ribbon boards in stadiums.

"Just recently we've been getting into Jumbotrons for the (Washington) Nationals and (Baltimore) Orioles."

Using primarily Adobe After Effects, Landers explained that the creative team not only has to worry about coming up with new and fresh ideas, but also access the left side of the brain and do some math.

"There's a bit of math involved, although you wouldn't think so," Landers said. "We have to work with guys in the venues to figure out what the vantage points are."

With a ribbon-type setup in an arena, no one is ever seeing the entire 360-degree picture, meaning the math can get a little creative.

"We have to keep in mind that not everyone has the same vantage point," Landers said. "We typically have to repeat the message four or five times."

Having just completed a big install at the Verizon Center in Washington, D.C., ANC

and Landers' work will now be seen not only by the NBA's Washington Wizards and the NHL's Washington Capitals, but also the college teams from nearby Georgetown.

The challenge sometimes can be getting everyone on the same page.

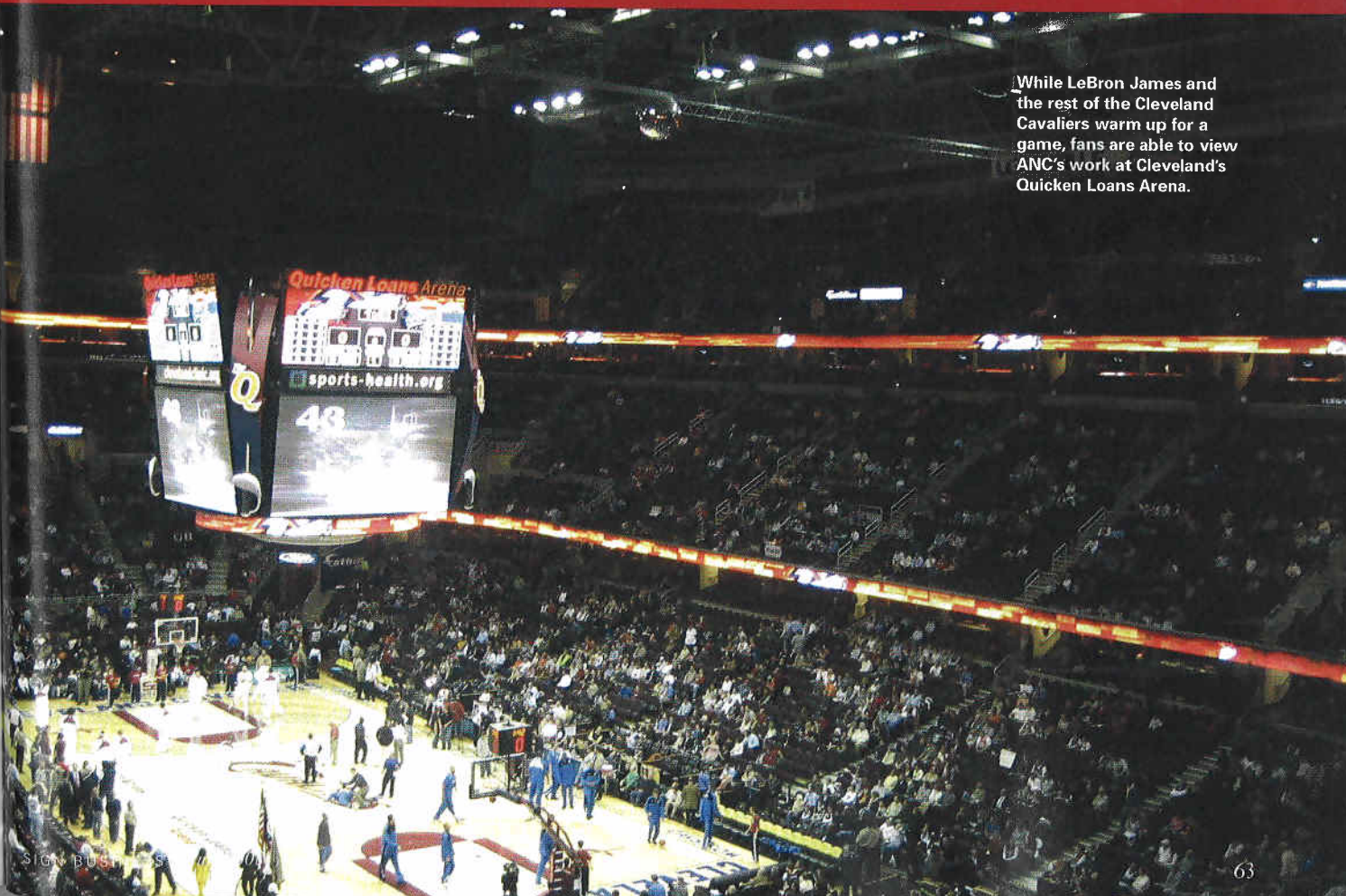
"Together (the design team) will create a proof and send it to the team for review," Landers said. "They'll send back their thoughts. It'll go four or five rounds sometimes before everyone's 100 percent ready."

Of course, there isn't always time for such extensive rounds with the sponsors and teams. In fact, Landers said the company is able to update information for the boards "pretty much up to the last minute." Landers added that she was working on updates for a 1 p.m. game in Detroit at about 10 a.m. the same morning.

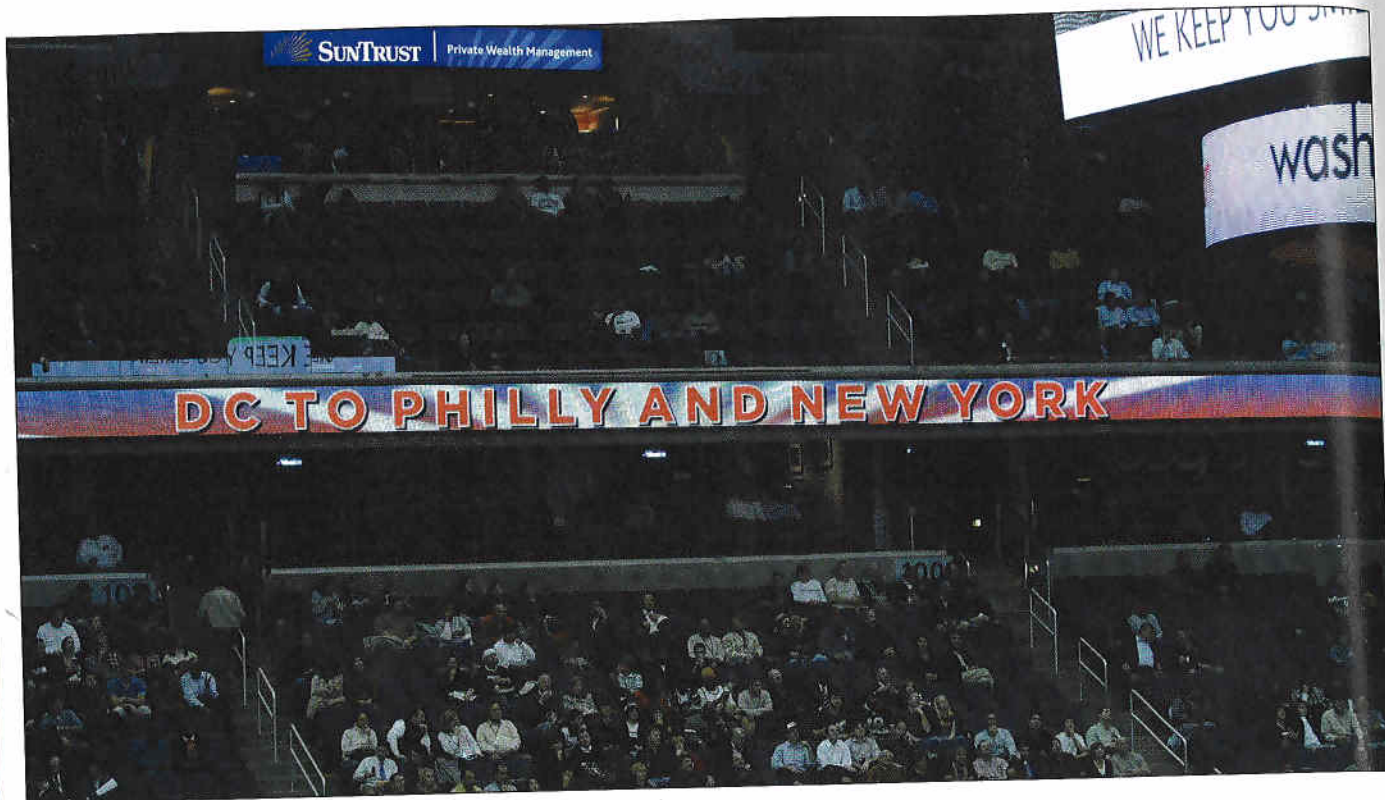
CONTINUED



Ads appear on the Jumbotron at Washington, D.C.'s Verizon Center.



While LeBron James and the rest of the Cleveland Cavaliers warm up for a game, fans are able to view ANC's work at Cleveland's Quicken Loans Arena.



An ad appears during an event at the Verizon Center in Washington, D.C.



Logos appear throughout Nationals Park when a member of the home team blasts one over the wall with the bases loaded. Meanwhile, ANC lets fans at numerous venues know where to find an ESPNZone Hot Spot.



ANC worked to add patriotic symbols and colors into the Washington Nationals' scoreboard.



The Detroit Tigers logo appears in the ribbon at Comerica Park in Detroit. Use of the full logo isn't necessary on ribbons as the mind can fill in the rest of the image.

Tracey Kelly, Director of Sponsorship Operations with Washington Sports & Entertainment in Washington, D.C., has been working with ANC since the NBA's Washington Wizards were playing at the Capital Centre in Landover, Maryland, in the early 1990s.

"Initially, ANC provided, maintained, and operated all of the courtside and baseline rotational signage for Washington Wizards basketball and rotational dashers for Washington Capitals hockey," Kelly said.

Then, in 2000, the two started working together on other projects besides just static signage.

"We signed on with ANC and their new LED fascia signage technology, which opened up a whole new world of advertising/entertainment value for our fans and clients," Kelly said. "In 2007, we upgraded the entire main scoreboard to a brand new HD scoreboard (the first true HD scoreboard for an arena) and added an additional 360 degree upper level LED ring with ANC."

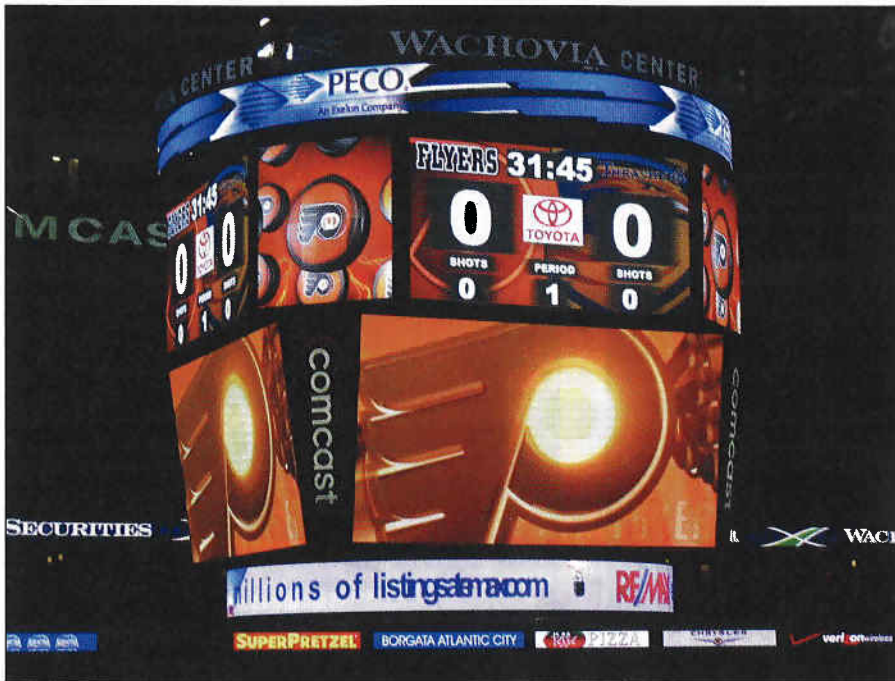
"The result has been a visually amazing, state-of-the-art signage system being in place now at the arena."

With technological advances comes the need for more and better creativity.

"The creativity level just keeps getting better with every challenge we or our



Philly's Wachovia Center's ribbon hopes to get the crowd into the game with some pleas for "defense."



A ribbon of digital signage as well as static messages flow behind the scoreboard and Jumbotron at Philadelphia's Wachovia Center.

sponsors give them," Kelly said. "They are extremely flexible and the turnaround times have been great, as we have certainly challenged them in that respect."

Lansing and the design team—which includes six full-timers and a freelancer—have a number of different scenarios when it comes to producing content for Jumbotrons and ribbons. Two typical scenarios include sponsor animation and team animation.

"First is sponsor animation with supplied storyboard," Lansing explained. "This may come from an ad agency. They supply a storyboard with all logo elements, etc., in vector art form. Most elements are supplied as Adobe Illustrator or Adobe Photoshop files. We then may build additional elements to complement the 3D programs that we use—either Cinema 4D or 3Ds max. The

client then gives us color and font information as well as timing of completed animation."

That's when the team digs in.

"From there we bring the idea to life in our main compositing program, Adobe After Effects. We are limited by the height of the boards, so I stress to the clients the bigger the logo the more visible and eye-catching it will be. Most clients want to shrink the logo down to fit within the constraints of the small height we have, but this never looks as good when the objects are moving and bleeding off the boards. Bigger really is better."

Take the New York Yankees' emblem as an example. It's circular with the word "Yankees" written through the middle. If the logo is to appear fully within the ribbon, it appears too small from across the venue. However, focusing in on the

CONTINUED

**NEW 10 oz. WHITE  
BLANK BANNERS**  
GREAT PRICES • GREAT QUALITY  
Sign-Mart is the one-stop source for all your sign supply and banner needs.

For **FREE** Freight  
order **ANY**  
combination of  
**16 (or more)**  
**Blank Banners!**

- 10 oz. White Scrim
- Hemmed with Grommets
- Vinyl Receptive

Size		Price
H	L	
2'	8'	\$6.92
2'	10'	7.59
3'	5'	6.62
3'	6'	7.31
3'	8'	8.08

Size		Price
H	L	
3'	10'	\$ 9.00
3'	12'	11.22
3'	15'	12.98
3'	20'	16.50
4'	6'	8.03

Size		Price
H	L	
4'	8'	\$ 9.79
4'	10'	11.66
4'	12'	13.64
4'	15'	16.06
4'	20'	20.57

\*\*\*\*Above pricing based on minimum quantity of 6\*\*\*\*  
PLEASE NOTE: Finish size on all banner heights is less 2"  
(3' finishes at 34", 2" finishes at 22", 4' finishes at 46")

**FREE** Freight UPS Ground  
**ANYWHERE** in the Continental U.S.A  
with any order of 16 plus banners



Call us Toll Free 800-533-9099 or Fax us @ 714-744-0077  
Visit our website @www.sign-mart.com

Use FAST# 88



ANC's design team ties the event together with patriotic graphics for games held at Washington, D.C.'s Verizon Center where the NBA's Wizards and NHL's Capitals play as well as college's Georgetown Hoyas.



Fans and Yankee Stadium in New York cheer as left fielder Hideki Matsui is announced as the batter.



A closer look at Cleveland's double-ribbon surrounding the inside of Quicken Loans Arena.



Fans are greeted at Cleveland's Quicken Loans Arena, also known as "The Q".

words and cutting out the top and bottom of the circle can really make the logo jump out at the fan.

"When you are sitting hundreds of feet away from the board, or even directly across from the board in the stadium, the bigger logo has much more impact," Landers said. "Your brain really does fill in the rest of the logo, especially a familiar one. Also, these logos move up and down to get the whole logo in, even though you just see sections of it at one time."

Working with a team to build team content is a little different.

"We usually work with the teams to come up with a look that uses elements

of their logo or matches what they are doing for their print campaign," Landers said. "Again, we start by building elements and logos in our 3D programs and move into After Effects from there. All final animations are built in After Effects. This program allows us to do innovative typography and high-quality broadcast style effects. There really are no limits to what we can do. We also incorporate live footage of team players for head shots, or in-game live action footage, photos, etc.

"Once we go through a few rounds of tweaks and revisions with our client, we electronically traffic all content via our FTP to the various venues. We have an on-site (technician) who downloads content and works directly with the team to get the game script ready."

Getting that script ready and keeping it fresh despite sheer volume and time constraints prove to be some of the toughest challenges the crew faces.

"Specifically, with our LED system for sponsors and events, we give them so many jobs on a daily basis, from in-game promotions, live action messages, and advertisements, that it would be very easy for them to give us cookie-cutter type stills or animations," Kelly said. "However, they are constantly raising the bar and creating new backgrounds, new production features, that keep things fresh."

The backbone of ANC Sports Enterprises is static, rotational signage, but the design crew works with a number of different teams. In the NFL it's the Ravens, Rams, Seahawks, Texans, Jets and defending Super Bowl champion Giants. NHL teams are the Flyers, Lightning, Panthers, Senators, Capitals and Predators. In the NBA it's the Cavaliers, Pacers, Timberwolves, Magic, 76ers, Spurs and Wizards and the company also does work for the Connecticut Sun in the WNBA. In baseball the teams are the Red Sox, Orioles, Tigers, Astros, Yankees, Padres, Giants and Nationals.

To check out more from ANC Sports Enterprises, go to [www.ancsports.com](http://www.ancsports.com).

## FLEXARM



Quick change system with tap capacity from 0-6 to 2".

The FlexArm is an excellent tool for:

- tapping • chamfering • reaming • spot facing
- counter sinking • power screw driving
- spin riveting • thread gauging • stud driving
- helicoil inserting • nut driving • and more

### Free 30 Day Trial

[www.flexarminc.com](http://www.flexarminc.com) • (800) 837-2503  
(419) 738-8147 • 851 Industrial Drive, Wapakoneta, Ohio 45895



### Tapping For Profits:

The new FlexArm can eliminate costly time loss by utilizing both the CNC equipment and operator for maximum productivity.

Tapping operations, normally one of the slowest activities, can be transferred to the operator, while your machine drills the holes and does the more complicated work.

In most cases, you can realize an increase of 20% in productivity due to the elimination of tapping on expensive CNC equipment.

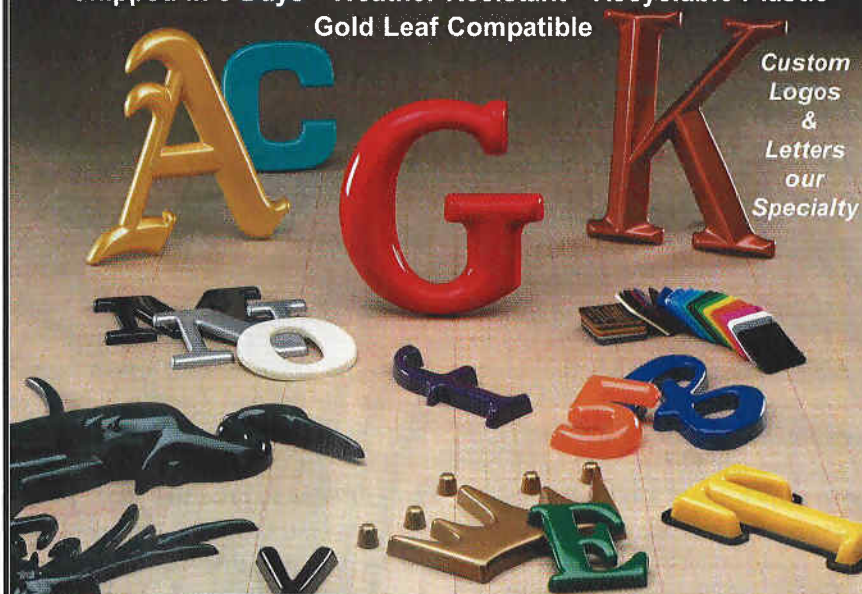
The FlexArm is counter balanced in all positions. The tap is always maintained perpendicular to the workpiece...by moving the tap to the hole.

By utilizing the non-productive operator time, the FlexArm, used in conjunction with any CNC machining center, can perform virtually cost free tapping operations.

Use FAST# 55

## Quality Products, Fast Delivery and a Lifetime Guarantee!

Formed Plastic Letters • 30 Colors • Over 100 Styles  
• Shipped in 3 Days • Weather Resistant • Recyclable Plastic  
Gold Leaf Compatible



Custom Logos & Letters our Specialty



**GEMINI INCORPORATED**

1-800-LETTERS • [sales@signletters.com](mailto:sales@signletters.com) • [www.signletters.com](http://www.signletters.com)



Use FAST# 29