

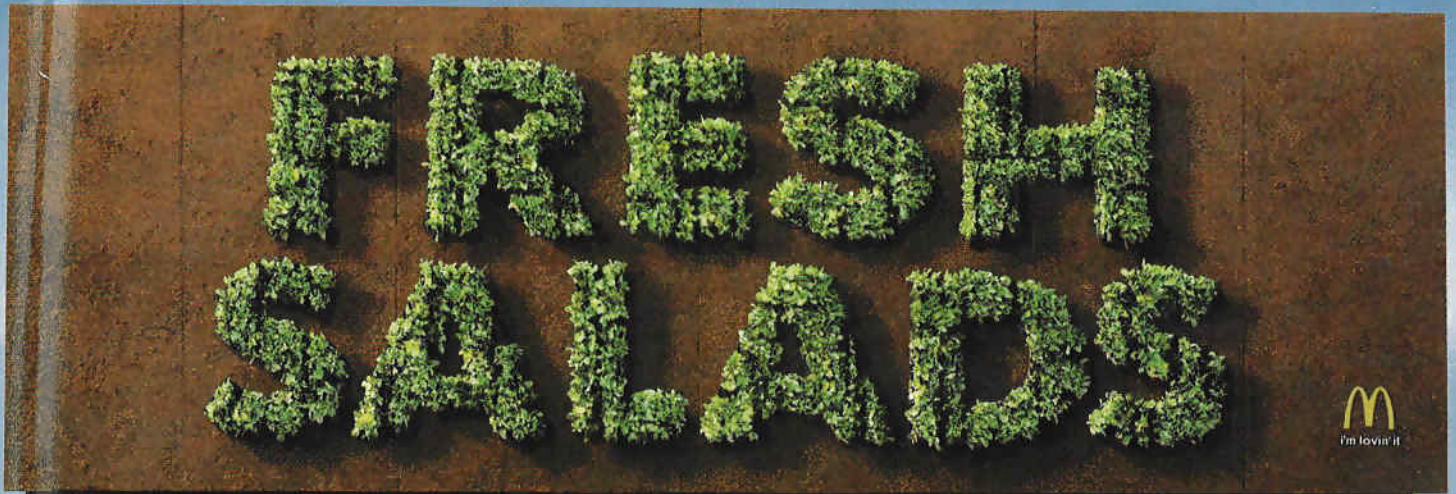
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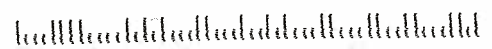
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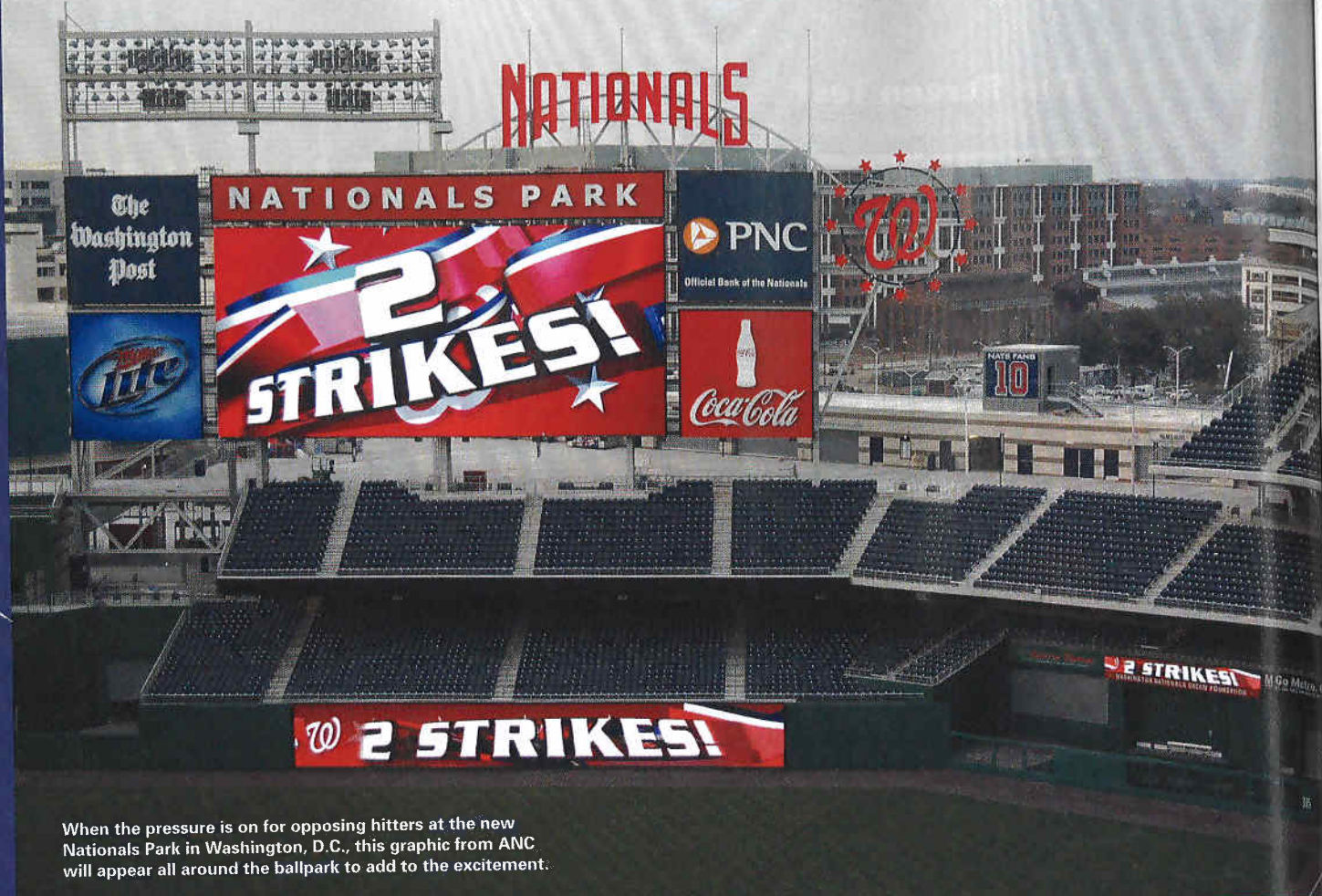
- Step-by-Step LED Channel Letters
- Rigid Substrate Rundown
- Crowd Pleasing Graphics
- Plotter and Cutter Update
- Etched Glass



Outdoor Signage Comes Alive

#BXNGPHS *****CAR-RT LOT**C-001
 #TD 0007 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

