

## Pens packing tech into new arena

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The Pittsburgh Penguins' new arena will give Mitsubishi Electric the opportunity to showcase many of its latest products in one spot, project officials say.

Consol Energy Center, set to open in August, is about 20 miles south of Mitsubishi Electric's North American headquarters in Warrendale, Pa.

The arena's proximity to the plant helped reduce shipping costs and other expenses, providing a better price to the Penguins, said Todd Stih, the company's national sales manager. The club invested \$8.3 million for all video products.

"The collection of products we have at this site makes it a must-see," Stih said.

In addition, Cisco Sports and Entertainment is installing its StadiumVision at the arena.

The Penguins chose Mitsubishi, the big leagues' second-biggest scoreboard manufacturer behind Daktronics, to build the arena's center-hung unit and LED displays, including two rings around the inner bowl measuring 1,000 linear square feet.



**Mitsubishi Electric, whose North American headquarters are nearby, will have products throughout Consol Energy Center, including in an entryway (top) and the kids zone.**

The center-hung unit is Mitsubishi's third installation of its top-of-the-line Diamond Vision brand after Air Canada Centre in Toronto and AmericanAirlines Arena in Miami. It's the company's third generation of 6-millimeter high-definition scoreboards.

Outside the seating bowl, the company is creating signature displays hanging from the ceiling inside the building's southwest entrance, said Travis Williams, the club's vice president of business and legal affairs.

In general, there will be one large LED ring in the main entry area and two smaller ones above escalators leading to the main concourse. The initial concept is a "series of suspended pucks in place of the marquee," Williams said. The signs will be visible from outside the arena through a glass curtain wall, Stih said.

Inside the northwest doors, near the box office and team store, Mitsubishi Electric designed a unique ribbon board measuring 3 feet high and 60 feet long for one of the team's corporate partners. The Penguins have sold the space but have not identified the partner and the terms.

The manufacturer has dubbed the new product Diamond Rail, a spin on its 29-year-old Diamond Vision scoreboard brand.

Mitsubishi Electric's Resolia board is the centerpiece of the kids zone, off the main concourse. The 4-millimeter LED unit measures 6 feet tall and 9 feet wide, and it's the company's first arena application. The Penguins plan to use that sign to educate children with animated "Hockey 101" programming tied into Iceburgh, the team's mascot, Williams said.

**ANC Sports** VisionSOFT software system controls Mitsubishi Electric's hardware, a partnership that extends to several other arenas and stadiums.

Joining the tech surge at Consol is Cisco Sports and Entertainment. Its deal to install StadiumVision at the arena, part of the venue's \$18.5 million investment in technology and infrastructure tied to the system, is Cisco's first Internet Protocol Television network in a big league arena, confirmed Molly Ford, a spokeswoman for the San Jose firm.

StadiumVision allows teams to send targeted messages on flat-screen displays to different parts of the arena, and suite holders can select alternate camera angles of game action and use Internet phones to order food and drink.

The NHL club is the sixth major league facility to use StadiumVision, following Cowboys Stadium, Kauffman Stadium, Land Shark Stadium, Yankee Stadium and Target Field, the Twins' new ballpark opening in April.