



Cutting-edge scoreboards redefine classic style

By Brendan Lynch | Friday, April 8, 2011 | **Business & Markets**

Photo by Stuart Cahill



The company that installed **Fenway Park's** three new high-definition Mitsubishi outfield scoreboards is headquartered behind enemy lines in New York, but its CEO was impressed with how Sox brass showed class when it came to selecting graphics for the big board.

"They didn't want to do anything to make Fenway look like an NBA arena," said Jerry Cifarelli, CEO of **ANC Sports Enterprises**, which also installed the world's largest video screen — measuring 175 feet diagonally — at Cowboys Stadium in Texas.

Cifarelli said Sox execs were careful to make sure the glitzy new screens added to the game experience for the baseball-savvy Sox crowd. Instead of "get loud" or "stand up" prompts, the screens will satisfy stats geeks with info such as pitch type or a batter's history against a certain pitch.

The screens — measuring 100 feet by 38 feet, 100 feet by 17 feet and 30 feet by 16 feet — were delivered to the ballpark in February and Cifarelli said the winter's heavy snowfall made for an "intense" installation.

Two ANC workers will be in a control room near the press box behind and above home plate at Fenway today to help run the big boards using ANC's software, called VisionSoft.

Working on a landmark such as Fenway Park presented challenges, but Cifarelli said in some ways it was more manageable than Cowboys Stadium, which opened in 2009.

"In a new construction, there's a thousand of us running around," he said.

The Sox were so meticulous at making sure the sign and the information it presents fit the old-time feel of Fenway that Cifarelli said some fans may not even notice the difference.

"Some people may think it looks like it did last year," he said.