

Commercial INTEGRATOR

ANC Brings First Perimeter Signage to U.S. Tennis Event

ANC installs 324 feet of LED signage for BNP Paribas Showdown, which featured tennis greats Pete Sampras and Andre Agassi.

Article



ANC Sports Enterprises' LED digital signage can be seen behind Pete Sampras as he approaches the net during the BNP Paribas Showdown on Feb. 28 at Madison Square Garden in New York. Credit: Getty

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With two of the all-time best American players taking center stage, the recent BNP Paribas Showdown at Madison Square Garden served as an ideal setting for the first use of perimeter digital signage at a U.S. professional tennis event.

In the exhibition match on Feb. 28, Pete Sampras once again got the best of Andre Agassi, winning in straight sets (in the early match, an injury forced John McEnroe to retire against old rival Ivan Lendl).

But lots of eyes in the crowd of 17,000-plus and national ESPN2 (and online ESPN3) audience were undoubtedly drawn to the LED-lit messages spread over 324 feet of signage around the court's perimeter (check out ESPN's highlights below). We know commercial integrators likely were, as it was another notch in the successful belt of [ANC Sports Enterprises](#) (look for our cover profile in the March/April issue of Commercial Integrator), which has energized tons of arenas in other sports with digital signage.

For the tennis exhibition, which was part of the USTA's Tennis Night in America, ANC worked with event producers StarGames and MSG Sports to install,

operate and create content for six sections of signage that measured 54 feet apiece, [according to Yahoo](#).

ANC employed its patent-pending VisionSOFT platform to provide the dynamic content for the LED displays, which were capable of offering full-motion animation during play stoppages and real-time info during the action, giving sponsors a bevy of opportunities to get their messages across.

“ANC’s signage provides enormous benefits and elevates the presentation of the whole event,” noted Jerry Solomon, president and CEO of StarGames. “After collaborating with ANC at our recent Caesar Tribute skating show, there was no question that we wanted to include this technology in our tennis events. The flexibility and features within the ANC system allow us to be on the cutting edge which is a great addition for our sponsors and fans.”