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ANC Sports Upgrades Bronco Stadium with Digital Signage System

(USA) - ANC Sports Enterprises and Boise State Athletics' multimedia rights holder, Bronco Sports Properties, will unveil a new Mitsubishi Electric Diamond Vision signage system for Boise State's home opener on Saturday, September 24, 2011. The signage system at Bronco Stadium includes the first deployment of ANC's Field Level Diamond Vision® Signage System in the NCAA.

Bronco Stadium will feature 31.5 feet of ANC's digital system behind each goalpost, creating new advertising inventory and the capability to enhance the fan experience through full motion graphic capabilities on the field level.

Additionally, the signage upgrade includes replacing the blue scoreboards on both sides of the upper deck fascia with over 470 feet of Diamond Vision LED ribbon signage. The ribbon boards on the upper deck fascia measure approximately three feet tall, run from 10-yard line to 10- yard line and will display real-time statistics such as clock, down and distance, and team yardage totals.

The signage will also feature team logos, game prompts such as 'Touchdown', animated team introductions and sponsor acknowledgements.

Through the partnership with Learfield Sports' Bronco Sports Properties, ANC Sports will operate and maintain the signage during events at Bronco Stadium. Additionally, ANC will create all the content and statistical layouts for the signage system.