

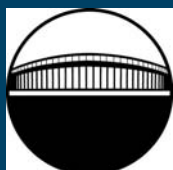


HIGHLIGHTS

Location
Tampa, Florida

Industry
Sports Venue

Application
Digital Signage



NEW VIDEO WALLS BRING GAME ACTION TO CLUB LEVEL GUESTS

Since it opened in 1998, Raymond James Stadium has been one of the most active and vibrant sports and entertainment venues in the US. The nearly 66,000-seat stadium is home to the Tampa Bay Buccaneers of the National Football League, host site of the NFL's annual Outback Bowl, home field for the University of South Florida Bulls, and a popular setting for numerous special events - public and private - every year.

With the Tampa Bay Buccaneers draw the lion's share of attendance, team and stadium owners work hard to ensure the fan experience is always the best it can be. Fans in the stadium enjoy comfortable seating, the close-up action on a dazzling turf field, and an ear-popping sound system. Recently, management turned its attention to the popular club level - with its own concierge, first-class food and drink, and other premier services - investing in Planar's Clarity™ Matrix LCD Video Wall System to keep fans on top of game action whenever they step away from their luxury seats for a snack, to socialize or take a break from Florida's heat and humidity.

The stadium had video walls in the club area for years, but it had become outdated in both appearance and performance, and was costly to maintain. The owners decided to replace it with the latest in flat-screen video wall technology, and the Planar Clarity Matrix LCD Video Wall System provided the "wow factor" they were looking for, and a cost of ownership that couldn't be beat. More than 100 of the 46" Clarity Matrix displays were purchased in October of 2009 and installed in March 2010 by Ft. Myers-based AD Systems, which configured them into four large video walls, each located on a dedicated space in the four lounge areas.

The four Clarity Matrix video walls are each comprised of 25 displays in a five-wide-by-five-high (5x5) arrangement. With each display measuring 46" in size, viewers are presented with an image area totaling almost 400 square feet. Unlike other products evaluated for this project, Clarity Matrix combines an ultra-thin profile and unique tiling optimization features, with breakthrough narrow-bezel characteristics, resulting in a mere 7.3mm pixel-to-pixel gap between each display.

Clarity Matrix also Planar's Big Picture Plus processing, which can scale a source across the entire video wall or any desired section of the video wall. Images - which can be comprised of up to 16.7 million colors - are displayed at 1366 x 768 resolution, 700-nit brightness, and 3000:1 contrast ratio, on backlit panels that have a rated life of 50,000 hrs. This image quality is a significant improvement over that of the previous system, and the stadium owners know they can count on it for a much longer period of time.

Other key features of the Clarity Matrix LCD Video Wall are its screen-to-wall depth (just 4.5"); and EasyAxis mounting system, which facilitates perfect screen-to-screen alignment for a near-seamless view across the entire wall. Also, Clarity Matrix features off-board electronics, keeping depth, weight, heat and potential points of failure to an absolute minimum. When LCD panels do need to be accessed or removed, this can be accomplished quickly and easily, without other panels having to be removed.

When compared to other technologies, Clarity Matrix is clearly an ideal solution for an application such as this. Raymond James Stadium club-level guests will enjoy the greatly improved viewing experience, and the organization will realize the cost-of ownership benefits that the Clarity Matrix Video Wall provides.