



d12 Delighting Scottish fans

About digiLED

Manufacturers and suppliers of the new digiLED range of LED video screens and scoreboards, the people behind the digiLED product range are some of the most experienced in the business. Its highly skilled team has been instrumental in identifying market needs, sourcing the right product in China, with Asia-based experts on the ground to oversee testing and manufacture of the digiLED product range.

The result is digiLED can offer a full range of indoor and outdoor LED screens and technology to suit all applications from football stadiums and concerts to innovative creative solutions for state of the art installations. The product range is based on unrivalled value but incredible quality at very competitive prices.

**Big pictures,
small prices**

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Scotland's national football stadium Hampden Park installed 2 giant digiLED video screens, supported by BT, ahead of Scotland's crucial Euro 2008 qualifier against Italy.

Replacing the old BT sponsored scoreboards in the East and West Stands, the digiLED d12 screens measure 9.6m x 5.4m and have an effective resolution of 768 x 432 pixels.



APPLICATION

Key to this project was displayLED's ability to meet tight deadlines, the digiLED screens needed to be designed, manufactured, delivered and installed in just 7 weeks. In fact, they were up and running less than 3 days after arriving on site; a week ahead of the crucial match.

Executive Director, David Kells, is delighted with the new additions to Hampden Park which will host the Commonwealth Games in 2014 following the announcement of Glasgow's success in Sri Lanka.

The digiLED system is served by graphics from the digiSPORT content engine which is also in use at Hull City's KC Stadium and Carrow Road, home of Norwich City. The digiSPORT delivers video and graphics in customised, predetermined formats, to enhance the match day experience and drive advertising revenue.

The digiSPORT software is developed for the sports environment and can cover all aspects of the day's events, from team introduction through to final scores and can be supported by sponsorship graphics, video files or real-time RSS feeds.

Hampden Park is the first stadium in the World to use digiLED's new digiPRO HD processor enabling Hi Def TV content to be played at Hampden Park. Hampden is the first stadium in Scotland with this capability.

SCREEN DETAILS

The 2 x digiLED d12 widescreen format measure 9.4m high x 5.4m wide (50m²).

The digiLED d12 module offers a 25mm physical, 12.5mm effective, pixel pitch. The bespoke modules were specifically designed to suit Hampden Park's stadium. The screens provide an effective resolution of 768 x 432 pixels.

COMMENTS FROM THE PEOPLE INVOLVED:

"The SFA is delighted with the quality and impact of the 2 digiLED screens, they offer so much more to the match day experience and complete the National Stadium. The displayLED team more than met our expectations in supplying, delivering and installing the two giant screens a week ahead of schedule."

David Kells, Executive Director, Hampden Park

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