

Arsenal's Emirates Stadium



Independent expert advice for Arsenal from displayLED

Independent LED screen experts displayLED added LED clocks to the list of products it has supplied to Arsenal. Confirming its status as a major player in the sports display market the contract for LED clocks is this year's addition to the contracts awarded last year for giant video screens and electronic perimeter advertising displays at the Gunners' new £375m 60,000-seater stadium at Ashburton Grove in North London.

Named after sponsors, the Dubai-based Emirates airline, designed by leading sports architects HOK, built by Sir Robert McAlpine and completed in June 2006, Arsenal's new home is one of the most technically advanced stadiums in the world.

Representing the interests of several leading LED manufacturers, displayLED worked closely with Arsenal's project managers AYH to arrange 'shoot outs' and product comparisons to determine the most suitable solutions for the club's complete requirements.

The clocks sponsored by EBEL are installed at the half way line on both sides of the stadium. Measuring 3.2m wide by 0.8 m high the clocks display the EBEL logo and timings.

Two Mitsubishi DiamondVision LED screens, also proposed by displayLED and measuring 12m wide by 6m high are positioned in the north west and south east corners of the new stadium's upper tier. The screens show pre-match programmes, player and team information, advertising and action replays.

Furthermore, high tech LED advertising displays replaced the more conventional static advertising panels around three sides of the playing area. Measuring 0.9m in height and a total of 260m in length, this continuous display is housed in a trench enabling unfettered access for pitch maintenance on non-match days.

Using a unique hydraulic lifting mechanism, the display can be deployed in a matter of seconds on match days. Specifically designed for viewing on broadcast television, they feature animated sponsors logos and advertising.

The club is no stranger to replay screens, having been the first club to adopt the Sony JumboTron back in the early '90s, but perimeter advertising and displays are a new departure and Arsenal was one of the first UK premier ship club to embrace the concept. "It's indicative of the high specification of the ground," says Graham, displayLED's founder. "What they have done is phenomenal. Needless to say, we are very proud to have been involved with Arsenal once again."

Interested? call
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About displayLED

The displayLED team are independent specialists in the giant video screen industry.

With operations in London, Hong Kong and Sydney and a US facility to open in 2007, the company's main focus is on supplying the sports and rental markets plus specialist "marquee" displays such as the installation for Coca Cola in Piccadilly Circus and Reuters in London's Docklands.

The people behind displayLED are some of the most experienced in the business. Its highly skilled team has a great track record and is in the unique position to offer specialist advice and turnkey solutions for any large display project, at competitive prices.

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