

PRESS RELEASE

New digiTILE, chosen for Norway's Arena Larvik.

Arena Larvik, a new "state of the art" indoor arena will open in September and is the first venue in Europe to permanently install LED displays using the new digiTILE range from digiLED.

Arena Larvik is primarily a handball arena but will also host basketball, volleyball and floorball in front of 4,000 Norwegian sports fans. Home to 11 time Norwegian champions Larvik HK, the new sports complex is one of the venues selected to host the 2010 European Women's Handball Championship.

In common with most modern sporting venues, LED technology is an essential part of Arena Larvik's plans. The contract was won by displayLED following a comprehensive tender and selection process in the face of fierce competition from other LED manufacturers.

The LED display systems comprise:

- Two screens, each measuring 23 square metres, using indoor Ti16S - 16mm pitch SMD digiTILE.
- Two fixed banners systems measuring 20 and 8 linear metres. The digiTILE Ti16 was also chosen for the banners hung under the balconies at both ends of the Arena. digiTILE is probably the thinnest tile on the market today at only 82mm deep, the digiTILE Ti16 looks like 'thick paper hanging in mid air' as one of the technicians commented.
- A 70 linear metre 16mm pitch portable banner that can be moved to different locations and reformatted into a conventional video screen for indoor and outdoor use. The portable banner uses digiLED's latest LED technology - domeLED.

The whole system is controlled by digiSPORT, the digiLED proprietary content engine and sports scoring system that is used in many leading sports venues around the world. Over the last 3 months displayLED's Matt Hassock has worked closely with the operators of the Arena to tailor digiSPORT's customisable platform for each of the sports that will be played.

For each installation and sport the digiSPORT software package is customised to offer a bespoke solution allowing each venue to have full control over the way they deliver their match day media. Matt has developed the software further to provide scoring, messaging and video output for up to 6 different sports with multiple wireless touch screens and scoreboard controls.

The digiTILE system was carefully selected following in-depth discussions with the Norwegian Handball Association (NHA), venue managers and Media System a/s. The lightness and flexibility of the digiTILE series made it an obvious choice for Media System who will not only undertake part of the installation, but will also offer the screen to the rental market when the system is not in use in the arena. The excellent off-angle viewing of the 16mm outdoor digiTILE T16H system played a big factor in the decision making.

"The very low power consumption was another factor that impressed the NHA when comparing it to similar products from other manufacturers. And as the weight of one module (0.72m²) is less than 30kg handling and transportation will be so much easier." comments Jan Åge Andreasen, Managing Director of Media System a/s.

"We are very proud to have won this complex installation project. The client recognised the qualities and potential of the digiTILE series from the outset. We are delighted that they have chosen what will soon be the new standard in LED displays for arenas in this region", commented Jens Schelde, Sales Manager at displayLED, Copenhagen.

Editors Notes

The digiLED brand is the in-house range of Display LED Screens Ltd (displayLED).

The new digiTILE range uses a standard mechanical platform for all pixel pitches. Each tile is 400mm wide, 300mm high and 82mm deep making it the slimmest conventional LED product on the market today (digiFLEX from the same manufacturer is only 7mm deep).

The digiTILE housing is moulded using a high pressure injected reinforced polymer contributing to the low weight of 23kg per square metre for indoor and 28kg for outdoor products. Each tile is capable of front or rear access for service and can quickly be installed into a digiFRAME, measuring 800mm x 900mm and weighing just 10kg, for rental applications or pitch side banners at sporting events. This flexibility makes digiTILE the ultimate rental product.

Fixed installations using digiTILE's unique aluminium extrusion system are lightweight, slim and very fast to install or remove for service. The tiles can also be used for mobile applications on trailers. The standard mechanical system allows digiTILEs of different pitches to be easily exchanged, or mixed for creative effects.

Using the latest Nichia LEDs the power consumption of digiTILE is around 50% lower than conventional LED screens without compromising brightness or performance. As well as saving money on power consumption, digiTILE has impressive environmental credentials.

Other LED options are also available for selected models in the digiTILE range.

displayLED are independent experts in LED video display technology and its applications offering products from all the leading manufacturers and a wide range of used equipment. digiLED products are developed in Belgium, UK and China - a final assembly facility for LED products is also based in Shenzhen.

Sales offices are located in London, Dorking, Stuttgart, Copenhagen, Helsinki, Hong Kong, Johannesburg and Sydney. Products are also sold to OEM clients around the World.

Contacts:

Sian Sparkes (t) +44 207 381 7840
(m) +44 7977 490203
(e) sians@displayLED.com

Graham Burgess (t) +44 207 381 7840
(m) +44 7715 870087
(e) graham@displayLED.com

www.displayLED.com
www.digiLED.com