

Leeds Rugby

Headingley Carnegie Stadium, home to Leeds Rhinos Rugby League team and Premier Rugby's Leeds Carnegie, has just taken delivery of the latest digiLED D10 giant LED video screen from displayLED.

Located on the Western Terrace, the screen measures 8.96m (wide) x 4.8m (high), giving a total display area of 43m². The digiLED D10 system uses a 20mm pixel pitch which provides a physical resolution of 448 x 240, but utilising the latest 'effective' pixel technology the screen can be addressed pixel for pixel at 896 x 480, giving a fantastic definition and image detail.

Images are delivered to the display via the Navigator HD screen controller from the digiSPORT content engine, a sophisticated PC-based software package that allows all aspects of the match day to be organised and displayed when needed. Typical content includes club-generated programmes such as news, interviews and action from previous games, player line-up and introduction. The content can be interspersed with advertising and promotion of upcoming events, food, drink and merchandise offers as well as messages from sponsors and partners. At half time, and at the end of the game, highlights sequences can be shown together with scores from the grounds, all of which can be pre-set and delivered on cue through a simple, easy to use graphical interface. The display also works as a scoreboard with a clock function and can, if desired, show live action throughout the game.

The screen structure was pre-built over the course of 4 days with the LED modules taking a further two days to install and cable. The displayLED team was responsible for the complete project, from the design of the structure, engineer's calculations, steel fabrication and erection to fibre optic cable runs and systems integration.

Gary Hetherington, Leeds Rugby Chief Executive comments "The digiLED screen really makes a big impact. It's an ideal vehicle for us to communicate with our customers, and from the feedback we've received it gets the thumbs up from the fans. The image quality is fantastic, just like watching a TV, and for such a big screen it's amazing how quickly and easily it was installed".

For displayLED, Sales Director Guy Horrigan comments "The fact that we make great screens that bring fans closer to the action is only part of the story. The thing that really sets us apart in the market is the digiSPORT content engine that allows clubs to quickly, easily and cost effectively put together professional match day programming; something that both of the Leeds rugby teams have clearly taken to with relish".

Matt Hassock, displayLED's Content Management Specialist adds "We work very closely with the clients prior to the screen's installation so that all of the content collateral is available ready to be loaded on to the system. Clubs have so much digital media these days it's easy for them to make things interesting for the fans. We also design a unique set of templates that reflects the clubs' identity for the week-in week-out features such as team selections, out of town scores and the actual scoreboard and clock itself".