



Sports Digital Signage

2022 E-book



Table of Contents

1. Table of Contents
 - Introduction
2. Delivering the Message Digitally
3. Create Engaging Spaces
4. Enhance Revenue Streams
 - Why Digital Signage Makes Sense
5. Specific Applications for Signage
6. Our Solutions
7. Partnering
8. Conclusion

Introduction

Numerous benefits exist for your athletic teams as well as your overall school or professional organization. Engage your fans with outdoor stadium digital signage. Attract the best athletes with fully customizable indoor digital signage for your team facilities.

Athletics programs can rely on MDM Commercial to help enhance:

- ▶ Fan Gameday Experience
- ▶ First Impressions for Recruits
- ▶ Athlete Motivation
- ▶ Donor Recognition
- ▶ Brand Elevation

Delivering the Message Digitally

Delivering Real-Time Information

Outdoor

Sports field digital signage allows your organization to broadcast game-related information to a large outside audience—from baseball scores to remaining time in a football quarter—along with paid advertising, promotional blurbs, and much more. In short, you can educate and engage attendees with relevant real-time content. In many sports, seconds matter. Fractions of seconds matter. To let fans know information down to its smallest detail, use high quality outdoor LED displays in your stadium digital signage to share precise 100m dash finish times, seconds remaining in the fourth quarter in the championship football game, and more.

Modern sports field digital signage provides comprehensive information in real time, allowing fans, players, coaches, and more to glance up and get the data they need in a glimpse—and it isn't a stretch to say that engaged, satisfied attendees are far more likely to return for more sporting events at your venue.

Indoor

Inspire Teams Inside Your Training Facilities with Real-Time Changes

Our technology allows you to get athletes and coaches custom content and information down to its smallest detail, with real-time updates. Utilize digital signage to share precise messaging, inspire your players with personalized content, and more.



Creating Engaging Spaces

Recruit the Best Athletes with State-of-the Art Technology

U.S. college athletics programs spend millions annually on efforts to attract top high school players by enhancing their facilities through investing in the latest technology. Provide exactly the right content for your athletics program with indoor DVLED signage.

Fully Customizable

Provide exactly the right content for your fans, players, coaches, and more. From the words to a team fight song to a seventh-inning stretch image for a minor league baseball team, you can intersperse fun pieces of trivia next to player numbers, provide game information at a glance, and otherwise enhance the entire experience.



Enhanced Revenue Streams

Create Interactive Environments at Stadiums and Training Facilities

Go above and beyond static ads found in program guides with interactive digital advertisements. This eye-catching form of marketing allows you to promote your own in-house events and products in real time, encouraging people to head to concession stands for food and drink and to buy apparel. You can broadcast ticket sales at the point-of-sale venue, sales that surely go up as fans celebrate wins and record-breaking performances.

As advertising messaging changes on the scoreboard, it can capture a viewer's attention all over again with interactive content causing event attendees to look up and engage with what's new. You can quickly and easily modify content in real time to adapt to a new audience; for example, you can change what you broadcast in a football stadium when it's a track and field event being attended and cheered.



Why Digital Signage Makes Sense

1. High cost to change static, analog graphics regularly
2. Risk of outdated appearance with static images
3. Maintain competitive edge with technology
4. Communication can be difficult without digital solutions
5. Interactive, digital content helps fans feel closer to the action

Specific Applications for Signage

Wayfinding

- Make your concourse an interactive experience
- Wayfinding kiosks
- Interactive player information kiosks
- Ticketing kiosks
- Additional sponsor inventory

Commercial-Grade TVs and AV Solutions for In-Concourse, Suites & Locker Rooms

- Live broadcast throughout concourse
- Provide a first-class experience in suites
- Allow players to relax in the locker room during downtime

Advertising and Branding Menu Boards

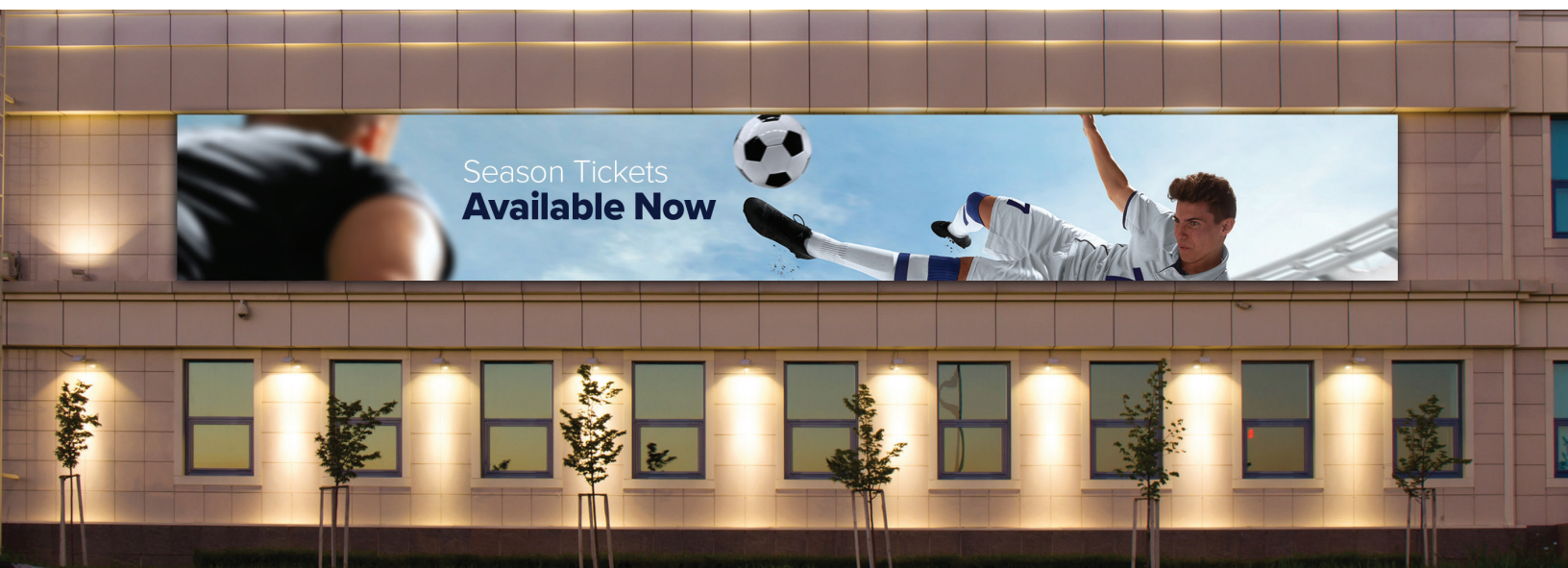
- Turn concessions into a seamless process
- Easy-to-read digital menu boards
- Quick ordering via tablet ensures supporters miss as little of the action as possible



Our Solutions

Past Multi-Purpose Entertainment Facility Clients

- Vystar Veterans Memorial Arena – Jacksonville, FL
- TIAA Bank Field – Jacksonville, FL
- Lincoln Financial Field – Philadelphia, PA
- Nissan Stadium – Nashville, TN



Solutions

- IPTV and RF Infrastructure
- Consultation and Design Services
- Installation and Integration
- Wired and Wireless Networks
- IPTV Content Distribution
- Digital Signage Infrastructure
- Wi-Fi for Staff, Ticketing, Events, Guests, and Content Streaming
- Fiber Optic and Category Cabling
- RF Signal Distribution
- Event Production Signal Distribution
- Satellite TV Signal Distribution
- Fiber Optic and Coaxial Cabling