



d11 Delighting Hull City 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**



Home to both Hull's football and rugby teams the KC Stadium replaced its old scoreboard with the latest LED technology from digiLED.

The digiLED d11 screen, located in the North West corner of the KC Stadium, is ideal for display sizes in excess of 30sqm. Offering clear, bright, true to life images, the digiLED d11 is a cost-effective solution for stadium owners who are concerned about price but who do not want to compromise on quality.

Contact

T +44 (0) 20 7381 7840
info@digiLED.com
www.digiLED.com



APPLICATION

Once again, digiLED's ability to configure and design modules to suit any installation was put to the test at the KC Stadium. Hull City's brief for the new screen to be mounted onto the existing steel structures meant that the digiLED team had to design and build bespoke modules to fit the space rather than vice versa.

Additionally, key to this project was the team's ability to meet tight deadlines, with just 38 days to design, manufacture, deliver and install the screen. With this achieved, the display was up and running for the first game of the new 2007/8 Championship season.

Apart from the clear, bright natural picture quality of the digiLED d11 one of the key selling points of the digiLED system was the digiSPORT controller which 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 runs the match day programme, covering all aspects of the day's events, from team introduction through to final scores from out of town games, all of which can be supported by sponsorship graphics, video files or real-time RSS feeds.

SCREEN DETAILS

The digiLED d11 widescreen format measures 8.45m high x 4.75m wide (40m²).

The digiLED d11 module offers a 22mm physical, 11mm effective, pixel pitch. The bespoke modules were specifically designed to suit Hull City's stadium. The 8 x 4.5 module configuration provides a screen with an effective resolution of 728 x 432 pixels.

COMMENTS FROM THE PEOPLE INVOLVED:

"The digiLED screens are a tremendous acquisition for the stadium and we have been extremely impressed with the professionalism of the whole digiLED team from proposal to delivery. The digiLED team took our brief and came up with the perfect solution for our requirements and we are convinced that the fans will be delighted with this addition to their stadium."

Andy Dawson, Commercial Manager, Hull City

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