

Stoke City FC



One of the most visible improvements a club can make is to its scoreboard and Stoke's ground, the Britannia Stadium, has recently replaced its old system with a state-of-the-art digiLED d11N screen.

Measuring eight modules wide by five high (8.488m x 5.28m), the 44.6sqm screen not only offers outstanding visual quality but, unlike a conventional scoreboard, can be used to provide a wide range of other information to match-goers and generate further revenue for the club being used for advertising.

'We're absolutely delighted with the system', says Richard Smith, Head of Development, Stoke City. 'It looks great and really adds to the match day experience'.