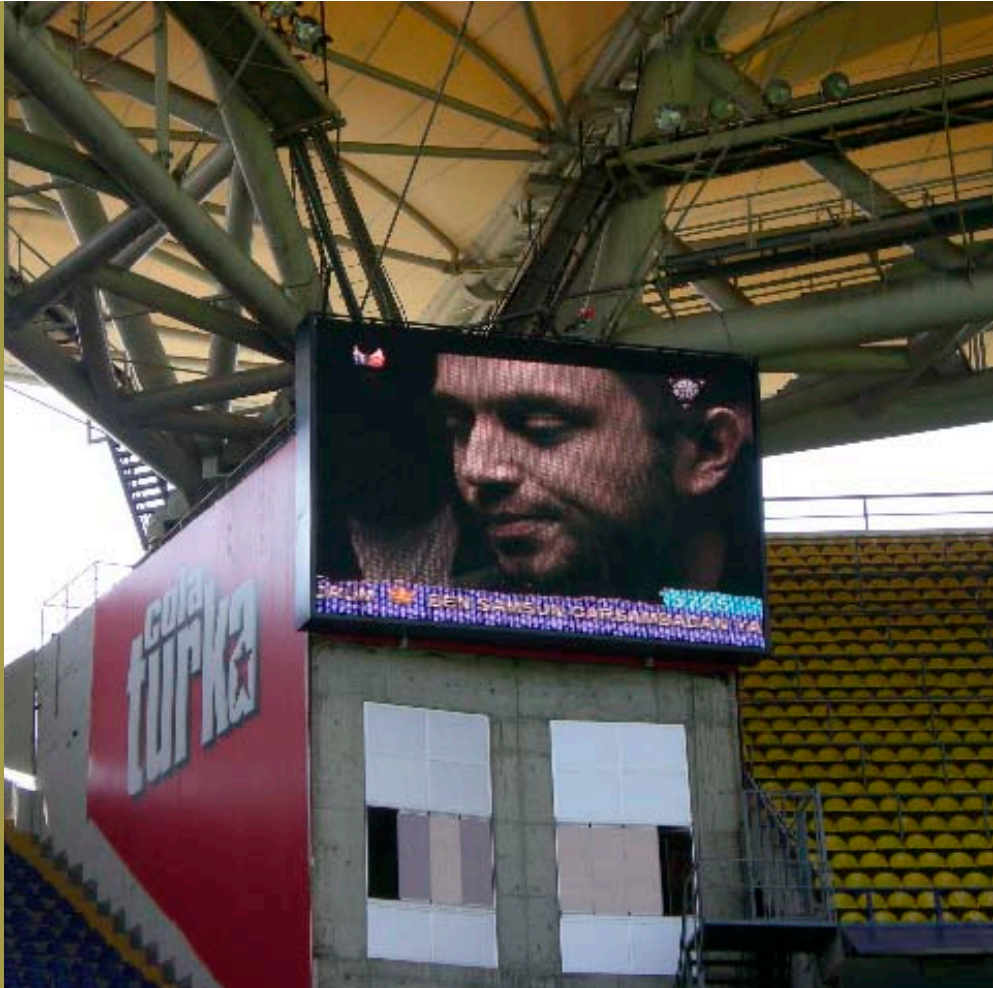


Fenerbahçe Stadium, Turkey

Five-star stadium teams up with display technology leader

“Fenerbahçe’s Management is very satisfied with Barco’s high-definition display area, as it perfectly fits Şükrü Saracoğlu Stadium’s image of a five-star arena.”

Hamdi Yanik, dealer at Armoni



“Turkey is a football-mad country. Everybody goes to sleep with football and wakes up with it,” said Metin Kazancıoğlu general secretary of the Turkish Football Association, when he announced Istanbul’s hosting of the 2009 UEFA Cup Final. And indeed, most of the 70 million Turks passionately adhere to one of the country’s leading football teams. Fenerbahçe Football Club, part of the larger Fenerbahçe Sports Club, is undoubtedly amongst the top three. Founded in 1907, the team has notched up numerous titles. Their home ground is the state-of-the-art Şükrü Saracoğlu Stadium, which has been recently equipped with two large Barco LED displays to serve as a giant scoreboard and provide instant replays and advertising space

BARCO

Visibly yours

Inaugurated in 1908, the Fenerbahçe Şükrü Saracoğlu Stadium has been extensively upgraded and expanded over the past few years. This makeover has converted the stadium into one of Europe's elite football arenas, which is much appreciated by players and fans alike. With all-seater stands immediately adjacent to the pitch, luxurious 'corporate box' facilities for VIPs and a total capacity of 52,056 spectators, the stadium is unique in Turkey. To further raise its profile and, most importantly, boost the image of Istanbul and Turkey, the Turkish Football Federation made an offer to UEFA to host the 2009 UEFA Cup Final at Fenerbahçe's arena.

The must of an LED display

The selection criteria UEFA puts forward to award the Cup Final are quite tough. "A special UEFA committee came to Istanbul for meetings with the Fenerbahçe Sport Club, The Istanbul Municipality, City transportation authorities and related officials conducted some technical inspections in and around the stadium. They were pretty impressed with the stadium's facilities and capacity. One thing, though, did not meet their requirements: the displays used as a scoreboard, for game footage and advertisements were too small and low in quality. If Fenerbahçe wanted to stage the Final, they had to install a large-sized LED display," explained Hamdi Yanik, dealer at Armoni Engineering, Barco's distributor in Turkey.



Impressive stadium references

The club's search for a high-quality LED sports solution soon led to Barco and one other LED display supplier. Barco's distributor Armoni worked out a proposal and set up a meeting with the Fenerbahçe management. Barco's displays got the thumbs up, on account of their high quality and market-leading position. "Fenerbahçe was impressed with our many project references in Turkey, in sports (hippodromes and other stadiums) as well as in other sectors, and viewed that as a token of our superior quality," Yanik continued. "After some meetings and negotiations, we managed to offer a very attractive LED display solution, at a competitive price."

Live in one month

The decision to install Barco displays was taken in March 2009, with the agreement they would be up and running well before the UEFA Cup Final on 20 May. "We faced heavy fines if we would not succeed," Yanik recalled. "But as our engineers have many years' experience with Barco installations and know the products inside out, they pulled the project off in one month's time. The support structures were made here in Turkey and they took care of the installation, plus the cabling to the control room, in the stadium." Two weeks before the Final, Armoni had the chance to test the new displays during a home match.

Worthy of a five-star arena

Since that day, the Fenerbahçe Şükrü Saracoğlu Stadium has featured two Barco LED displays. They measure 44 square meters and are composed of 73 SLite 14 tiles each. The SLite 14 products allow pin-sharp, high-resolution images with uniform colors, that are visible from great distances. The displays' robust design ensures they will deliver quality images even after many years of outdoor service, in the hottest - or coldest - weather. Another distinct asset of the SLite range is Barco's ambient environment controller technology, which periodically measures the environmental light conditions and adjusts the brightness of the LED wall to save energy. "Fenerbahçe's management is very satisfied with the high-definition display area, as it perfectly fits Şükrü Saracoğlu Stadium's image of a five-star arena," Yanik concluded.