



# Total sports visualization solution

## Sazka Arena [Prague, Czech Republic, 2004]

### The arena

The Sazka Arena in Prague, Czech Republic is a state of the art multi-purpose venue for entertainment, shows, sporting events, exhibitions and social and corporate gatherings. It can be transformed overnight from a roaring hockey arena into an intimate concert hall.

Being one of the most prominent and modern indoor arenas in Europe, Sazka Arena had very specific requirements and high demands for its visualization solution. It is a perfect example of Barco's ability to adapt its display solutions to suit the client's needs.

"We had very high expectations for the LED video and scoreboard solution in our arena", says Mr. Surka CEO of Bestsport. "We want to attract as many spectators as possible, to entertain them and to give them every reason to come back. Barco's display solution will greatly contribute to achieving this goal. Barco has met, even exceeded our expectations."

### The Barco solution

The total solution for visualization in the arena, installed by Barco, includes a four-sided LED-based center-hung display for video as well as scoring, a 310 meter long LED fascia ring used for animation as well as advertising, LED displays on the stairs for lighting effects, messaging and audience interaction, LED displays for text messaging at the ticket counters and flat panel displays for signage in public areas of the arena.

Next to these displays in the arena, Barco has provided the hardware as well as the software for the control room. During the games, one or two operators are present to operate the entire display system. From within the control room, they can see what is happening on each of the displays and can interact with them real time, thus ensuring a great time for the spectators in the arena.

In short, Barco has provided a turn-key solution and integrated all the hardware and software components required to run any game according to international regulations, as well as to ensure a great time for all the fans in the arena.

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## Center hung video cube & scoreboard

The center cube is the main element in the arena. It is composed of four 12mm ILite MD indoor LED displays, each measuring approximately 5.8 meters high and 5.8 meters wide. At any time, all the people in the arena get to see the exact same content, as the images on each of the displays are perfectly synchronized.

The top part of the center hung screens is used for live video, replays, visitor entertainment, messaging and advertising. The bottom part is mainly used for scoring, although the operator can switch the content to any other type of information at the touch of a button. He can also decide to use the entire screen as one, and run any type of content on the combined video and scoreboard.

Integrated in the cube solution is a horn, which typically is used to announce the beginning of ice hockey games. Next to that, there is a sound meter which is linked to the other parts of the solution and can, based on the sound level, trigger other displays to show certain content.

The entire center hung video cube and scoreboard weighs 27 ton. It is lifted by four motors, each attached to the display structure by 2 steel cables. The entire construction can be moved up and down, and comes down from the ceiling in a spectacular way.

### TECHNICAL DETAILS

- 4-sided center hung cube
- Product: ILite 12 MD (12mm indoor LED, surface mount technology)
- Total height per screen: 5.8 meters
- Total width per screen: 5.8 meters
- m<sup>2</sup> per screen: 33.92m<sup>2</sup>
- Total m<sup>2</sup>: 135.68m<sup>2</sup>
- Weight: 27 ton (total cube solution)
- Pixel count: 468 by 468 pixels per screen

## Fascia ribbon board

The fascia display is a 360° 22mm SLite LED strip with a total length of 310 meters. It is used for advertising messages and scoring information. It is installed in custom made structures designed to allow easy service access and maintenance of all components. Specifically designed trims ensure a nice integration in the overall arena environment.

### TECHNICAL DETAILS

- Fascia
- Product: SLite 22 (22mm full color LED)
- Height: 0.67m
- Total width: 310 meters
- Weight: 15 ton (total fascia solution)
- Pixel count: 30 pixels high by 13,800 pixels wide

## LED ticket counter displays

To complete the LED display solution, 28 ticket counters in the arena have been equipped with ticket counter displays. These monochrome LED displays inform visitors of ticket availability, prices, events, ...

### TECHNICAL DETAILS

- 28 ticket counters
- Product: monochrome red LED



## LED stair screens

To add to the entertainment of the people in the arena, 12 stairs have been equipped with 176 LED stair screens. These screens are 10 mm indoor LED displays with a pixel count of 8 by 8 each. They light up during breaks as well as before and after the event. They can also each display a Czech character, and as such form text messages over the total height of the staircase.

The installation of the LED stair screens was not without specific technical challenges. Part of them have been integrated in movable stairs. Also, each individual stair screen is protected by plexi glass, completely water proof and has a specifically designed trim the same colour as the concrete.

### TECHNICAL DETAILS

- 176 LED stair screens
- Product: full colour indoor LED (surface mount technology)
- Pixel count per screen: 8 by 8
- Installation: integrated in concrete steps, partly installed in concrete steps, partly installed in movable stairs, covered by plexi glass, fully water proof.

## Game operation

During the games, one or two operators are present to operate the entire display system. From within the control room, preview monitors show them what is happening on each of the displays and they can interact with all of them real time.

All components of the system are linked. Interacting with any of the displays is only a matter of one mouse click. Games can be prepared by scheduling specific content at specific times, but real time interaction at any time before, during and after the game is as important.

### TECHNICAL DETAILS

- Hardware and software for Barco sport controller
- Control PC's
- 2 flat screens for game operation and interaction
- 3 preview monitors

## Flat panel displays

In order to ensure that fans do not miss a second of the game, even if they are not in their seats, a total of 208 flat panel displays has been installed in the arena. In all public areas, whether bars, restaurants, VIP rooms or shops, the flat panel displays show the live game, as well as advertising and general purpose information and messages.

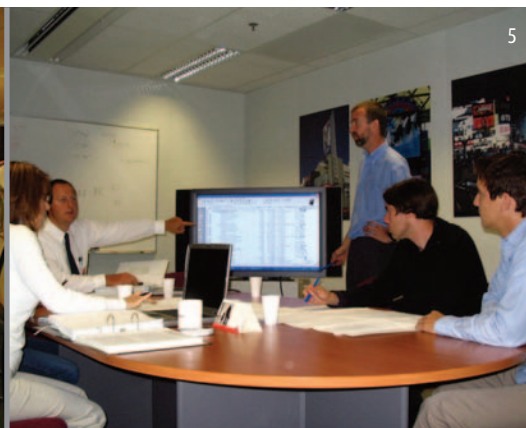
### TECHNICAL DETAILS

- 208 flat panel displays
- Size: 42"

## Project management and support

For the realization of this project, Barco's design and project management teams in Belgium and the United States worked closely together to ensure all design, equipment, and service specifications were met to the customer's satisfaction.

This combination of product and installation knowledge among all divisions and the experience to work closely together makes it possible for Barco to complete installations of any size or type in any location throughout the world.



1. Center hung video cube and scoreboard
2. Fascia ribbon board
3. LED stair screens
4. Flat panel displays
5. Project team

# Total sports visualization solutions

The Szarka Arena is just one example of Barco's ability to adapt its display solutions to suit the client's needs. Industry leading LED video, scoring, timing and advertising displays as well as application hardware and software for game control involve your fans in a multimedia adventure that brings them back to your facility over and over again.

With offices in North America, Europe, the Middle East and Asia-Pacific, Barco can provide sports solutions world-wide. From indoor arenas to outdoor stadiums, no matter which sport your facility offers, Barco has the answer to your visualizations requirements.

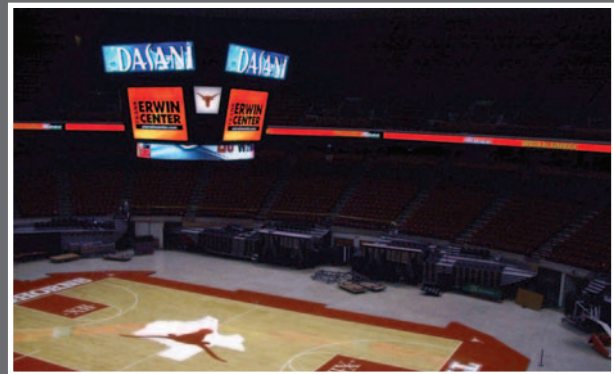
Formula 1, Shanghai, China



Horse racing, MEC Vienna, Austria



Soccer, Porto, Portugal



Texas University, Austin, US

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The information and data given are typical for the equipment described. However any individual item is subject to change without any notice. The latest version of this product sheet can be found on [www.media.barco.com](http://www.media.barco.com).

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