



CASE STUDY: UNIVERSITY OF WISCONSIN

SUNBRITES OUTDOOR DISPLAYS PUT THE FINISHING TOUCHES
ON WISCONSIN'S CAMP RANDALL STADIUM UPGRADE



THE UNIVERSITY
of
WISCONSIN
MADISON



SUNBRITE

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SUNBRITEDS OUTDOOR DISPLAYS CHOSEN BY INTEGRATED TEAM OF TECHNICIANS, SUBCONTRACTORS AND STADIUM STAFF TO HELP BADGERS FANS KEEP SCORE

For generations of Wisconsin Badgers fans, Camp Randall Stadium in Madison is the place where legends are made. Like many sites with historical significance, however, Camp Randall was a little behind the times when it came to technology. To transform the facility from a dead zone into a wireless hot spot, the university's athletic department teamed up with AT&T last summer to deploy a new high density Wi-Fi network and IPTV system. The system, which includes twenty-nine 55-inch Pro Series SunBriteDS outdoor displays, significantly enhances both the connectivity and content available to Badger fans at Camp Randall Stadium.

While the stadium's network is new, Camp Randall is no stranger to the durability of SunBriteDS outdoor displays. A few units had already been installed years ago in an area known as the Camp Randall Terrace, where they turned in stellar performances in both the heat and humidity of the late Midwest summer and at the end of the season on cold Saturday afternoons on the isthmus.

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The units installed in conjunction with the Wi-Fi network play a more strategic role. Some fans had their view of the large video board at the north end of the stadium partially obstructed by the upper deck overhang, so the university mounted SunBriteDS's 55-inch Pro Series models under the upper deck.

Justin Doherty, senior associate athletic director for the University of Wisconsin, says that mounting SunBriteDS's 55-inch Pro Series models near the press box on the upper deck and to replace the old models on the party deck is a decision that's already proven itself a game changer.

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“Having the SunBriteDS screens hanging from the bottom of the upper deck area allows our fans access to video they didn’t previously have, which is a critical part of the game-day experience,” he says. “State-of-the-art broadcast facilities and a strong base of loyal season ticket holders are both important parts of the success Wisconsin has experienced with its football program. All of us who worked on this project – and it was indeed a team effort, with our technicians and subcontractors working alongside the stadium’s staff – are proud of what was accomplished.”

SunBriteDS, a dedicated outdoor digital signage division of SunBriteTV, boasts a comprehensive offering of turn-key outdoor digital signage solutions with touchscreen, portrait and landscape options in a wide variety of colors and sizes.

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