

OVERVIEW

PROJECT LOCATION

Holloway, North London

ENGINEERED BYMitsubishi Electric
Display Engineering**CUSTOMER**

Arsenal Football Club

COMPLETION DATE

July 2006

VENUE DATA60,432 capacity
Third largest venue in London**APPLICATION**Scoreboards
Video replay
Digital Signage
Entertainment**PRODUCTS USED**

AVL-OD12

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Back in the early 1990s, Arsenal's Highbury stadium was one of the first in the UK to feature a giant video screen system. In selecting Diamond Vision for the club's prestigious new home at the Emirates Stadium, the Gunners once again scored a technology first. The new Emirates Stadium is one of the finest sports facilities in Europe, and was the first such venue in the UK to feature permanently installed Diamond Vision screens from Mitsubishi Electric.

THE SOLUTION

Diamond Vision AVL-OD12 was chosen as the screen technology for the state-of-the-art Emirates Stadium after an exhaustive evaluation of every similar product on the market. Ensuring the chosen system was the most advanced technology, capable of delivering the best possible image quality was a top priority, as Stadium Manager John Beattie relates: "We literally travelled the world looking at screens from all the top manufacturers. The Diamond Vision system was the last one we saw and when we did, we knew straight away it was the system for us." The combination of superb image quality, unequalled reliability and the backing of one of the world's largest engineering businesses made an extremely compelling case in favour of Diamond Vision.

Arsenal's OD12 system is 12m wide by 6m tall and weighs around 5 tonnes. Before, during and after matches, the screen shows a fast-paced mixture of team information, statistics, match analysis and announcements, originating from Arsenal's in-house production suite in native HD format. Custom screen management software developed especially for the Emirates Stadium project allows scores, player statistics and announcements to be displayed instantly. As an integral part of the overall entertainment experience, the Emirates Diamond Vision screen has proved a huge success with the club and its fans. By helping to enhance the match-day entertainment, Diamond Vision enables fans to get more out of their visit to the Emirates Stadium, and helps Arsenal provide an even higher quality football experience. This in turn translates to improved revenues and matchday attendances.



Emirates Stadium
London

SPECIFICATIONS

Model	AVL-OD12
LED Configuration	2R, 1G, 1B
LED Type	Quad
Dot Pitch	12.00mm
Pixel Density	6,400 Pixels/m ²
Light Output	5000 NITS
Colour Reproduction	68 billion colours
Processing	18 bit
Grey Level	12 bit
Longevity	50,000 hours (to half brightness)
Module Dimensions	768mm x 576mm
Service Access	Rear
Viewing Angle	+15/-30° Vertical +/-70° Horizontal

Mitsubishi Electric Diamond Vision

Mitsubishi Electric has been associated with stadium and landmark video screens since the very birth of big screen technology nearly 30 years ago. Our long history and experience with the manufacture, installation and use of these systems gives us a unique knowledge-base, all of which has been built into our range of Diamond Vision screens.

As probably the best known stadium screen system in the world, Diamond Vision has thrilled and entertained an entire generation of sports fans across the USA, Europe and Asia. The latest screen systems employ leading-edge LED technology to produce images of breathtaking clarity and unsurpassed contrast, visible over an extremely wide viewing angle and in any weather conditions, even bright, direct sunlight.

Diamond Vision is designed to be a long-term investment; its unique colour adjustment system ensures that it will still look great and will still be supported by the manufacturer many years after installation. Stadium screens are a significant infrastructure investment: Buying from the world's leader is the best way to ensure a return on your investment and long-term product support. That's why some of the most prestigious stadiums and landmarks in the world choose Diamond Vision.



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Changes for the Better

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