

PROJECT DATA

PROJECT LOCATION

Trent Bridge, Nottingham

ENGINEERED BY

Mitsubishi Electric Europe

CUSTOMER

Nottinghamshire County
Cricket Club

PARTNERS

Technographic Displays Ltd

COMPLETION DATE

June 2008

PROJECT

Purpose-built cricket
scoreboard and video replay
screen

APPLICATION

Stadium
Scoreboard

PRODUCTS USED

83m² of AVL-ODQ10
Diamond Vision LED screen
Specially adapted TechEvent
scoreboard software

PRIMARY CONTACT (UK and UAE)

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THE PROJECT

Trent Bridge, home to Nottinghamshire County Cricket Club is one of the most iconic grounds in English cricket and a prime example of how striking architectural design can combine with state-of-the-art display technology to add a modern yet sympathetic aspect to a much-venered sporting institution.

As part of its £8.2m Bridgford Road stand development, the club was keen to incorporate a high-tech display as part of the facilities. Designed by architect Huw Evans as an integral part of an administrative office building adjoining the new grandstand, the LED display was to function as both scoreboard and video screen. However its proximity to both spectators and officials using the building meant that, along with excellent image quality and reliability, minimal fan noise was an essential requirement.

THE SOLUTION

NCCC visited numerous facilities around the country to see first-hand how screens from different manufacturers performed. But after visiting the Emirates Stadium in London, Mitsubishi's Diamond Vision screen emerged as the clear favourite. Along with the high-quality image, the club was impressed with the unobtrusive fan noise; even standing directly under the screen it is barely audible. Build-quality and reliability were also important factors in their choice of screen. Despite the fact that the Emirates screen has been operating for several years, it still looks like new and has experienced no significant reliability issues over that time.

Technographic completed the installation of the 83m² 10mm screen in time for its debut for the third npower Test Match against New Zealand, where it received universal praise for its clarity – even attracting comments from radio commentators and sports journalists. Specially-adapted software allows the screen to function as a traditional scoreboard, a video replay screen or a combination of the two. Both club and fans are delighted with the new screen, now considered by many independent commentators to be the best in English cricket.



SPECIFICATIONS

Model	AVL-ODQ10
LED Configuration	2R, 1G,1B
LED Type	Quad
Pixel Pitch	20 mm
Dot Pitch	10 mm
Total Dots (Screen)	829,440 pixels
Dot Density (M ²)	10,000 pixels/m ²
Light Output	5000 cd/m ²
Colour Reproduction	68 billion colours
Processing	18 bit
Grey Level	12 bit
Longevity	50,000 hours (to half brightness)
Module Dimensions	1280mm x 1600mm x 270mm 960mm x 1600mm x 270mm
Module Weight	177kg / 130kg
Viewing Angle	+/- 70° Horizontal +/- 30° Vertical

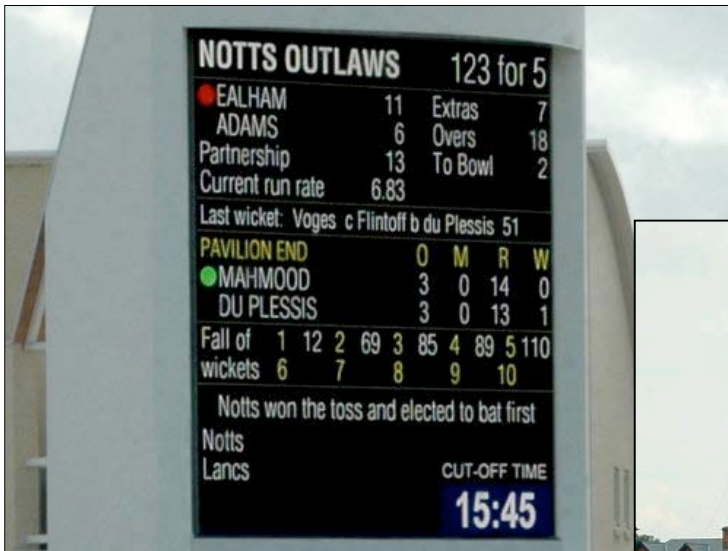
Mitsubishi Electric Diamond Vision

The perfect choice for demanding scoreboard applications

Clarity is the most important requirement for any electronic scoreboard display, and one where Mitsubishi Electric's Diamond Vision screens excel. Even when operating in combination scoreboard/video screen mode, the ODQ10 system at Trent Bridge is able to render fine text with incredible clarity. So much so, that one journalist writing in The Times noted that his view of the scores at the Trent Bridge ground was considerably better than if he were sitting at home in front of the TV.

The stunning performance of the Trent Bridge screen is due to a combination of its 10mm dot pitch and superb contrast performance, which enables text to remain perfectly clear even on bright sunny afternoons. The pixel density of the Trent Bridge system allows it to run content in native 864 x 960 resolution, and Diamond Vision's excellent viewing angles mean that the crowd's view of the screen remains sharp and consistent no matter where in the ground they are sitting.

In its design and construction, 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. Screens and scoreboards are a significant infrastructure investment: Buying from the world's leader – a company with over 30 years experience in big screen technology - is the best way to ensure a return on that investment. That's why some of the most prestigious sporting venues and landmarks in the world choose Diamond Vision.



▲ Superb clarity and colour reproduction are the hallmarks of Mitsubishi Electric's Diamond Vision system

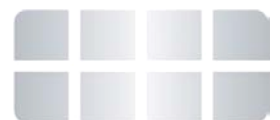


Changes for the Better

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