

# STADIUM LED PITCH SIDE FASCIA



## Chelsea Football Club

### Chelsea Football Club are the first club in the UK to benefit from using a new bespoke UEFA, and Premier League compliant screen provided by Visual Technology

The new pitch side fascia installed at Chelsea FC, replaces an outdated system for state of the art technology, providing more than double the resolution to display sponsor's adverts in all their glory.

One of the most important factors for this, or indeed any pitch side screen, is to look good on camera. Due to its impressive refresh rate, the pitch side fascia performs fantastically on camera ensuring the adverts keep their colour uniformity and are not affected by slow motion replays.

Visual Technology worked closely with Chelsea FC and UEFA to design and develop the system to meet two different specifications. Premier League, and the extensive UEFA specification. One of the primary requirements of the UEFA specification is that the Board should be a minimum of 900mm high. For Chelsea this created a problem as the sightlines from the first rows of seats at Stamford Bridge precluded anything higher than 800mm. Visual Technology designed a unique solution whereby an 800mm solution is used for Premiership matches that is then supplemented for UEFA matches by the addition of a 100mm "top module". The system software automatically recognises and re-configures the system to show the taller image.

Using our wide range of expertise, Visual Technology installed the system efficiently and on time, despite having to be built by hand. Building the system in this way meant extra care could be taken to ensure the precision of aligning modules, giving the best visual result possible.

