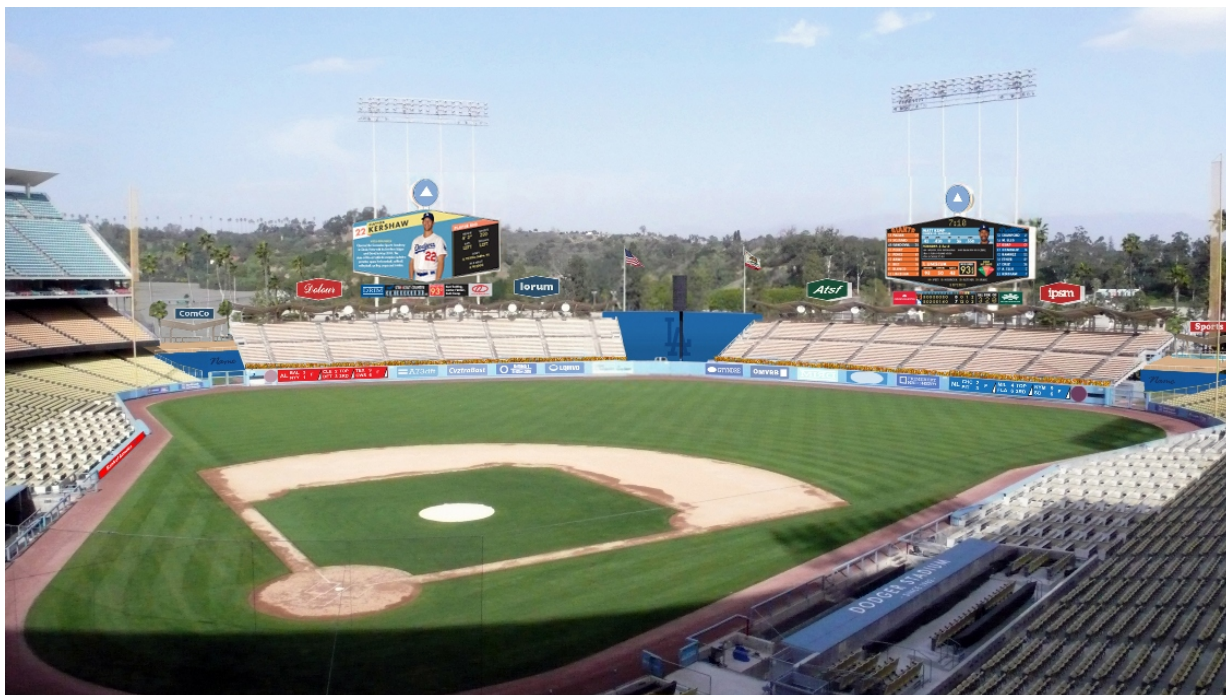


Dodger Stadium to See Upgrades to Diamond-Shaped Video Displays

Written by Maury Brown
Friday, 01 March 2013 13:36



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If you've been following MLB in recent years, you may have noticed that there's a bit of an arms race going on, and we're not talking pitchers. Each year, it seems, a ballpark touts that they now have the largest video screen, and with it, we all begin to wonder when we have to say that size doesn't always matter, a case of video displays becoming more of a distraction than a luxury.

For those clubs that are in historic ballparks, there's always treading a fine line between technological advances, like video boards, and them eroding the qualities of these older facilities. With "history" playing such a large part in them, upgrading to massive video boards is, rightfully so, frowned upon.

So, what's a club to do that wants to upgrade video displays, and yet claim some form of "the best" without being the largest? The Los Angeles Dodgers and ANC Sports Enterprises may have the answer.

The two will unveil this season, not the largest video displays, but those featuring the *highest pixel densities* in Major League Baseball. ANC Sports will debut the first 10mm 1080p surface mount light emitting diode (LED) displays in baseball at Dodger Stadium this spring. According to ANC

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Sports Enterprises, the boards will feature physical pixels which are closer together than any other large display in MLB and driven by a 1080p high-definition feed, the Dodger Stadium video screens' will feature some of the clearest images around the League.

To retain the historical elements on Dodger Stadium (it is, after all, MLB's third-oldest behind only Wrigley Field and Fenway Park), ANC Sports will be upgrading the right and left field displays that are the trademark hexagonal shape of the stadium's original scoreboard and will feature a total active viewing area of approximately 2488 square feet. The new hexagonal shaped displays measure 77.69 feet wide with varying degrees of height. In the center, the video screens are approximately 38 feet high while the ends of the screens measure approximately 24 feet high.

On the technical side, the new scoreboard structures will also feature a 10mm LED strip measuring approximately 6' high by 69' wide beneath each video screen. And while the upgrades are being made to the historical diamond-shaped displays that Dodger Stadium is famous for, there will be some new added. According to ANC and the Dodgers they are integrating two outfield video wall displays, each measuring approximately 6 feet high by 61 feet wide and an LED ribbon system along the club fascia that runs for 1121 feet. The entire display system will be capable of seamlessly transitioning between statistics, animated content, sponsor engagement and fan interaction.

Whether this high-density video display will be so bright as to distract, we'll have to see when the season starts.



Maury Brown is the Founder and President of the [Business of Sports Network](#) , which includes The Biz of Baseball, The Biz of Football, The Biz of Basketball and The Biz of Hockey. He [writes for Baseball Prospectus](#)

and is a [contributor to Forbes](#)

He is available as a freelance writer

[Brown's full bio is here.](#)

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He looks forward to your comments via email and can be [contacted through the Business of Sports Network \(select his name in the dropdown provided\)](#)

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