





King Power Stadium Leicester City Football Club

Concept Group completed the design and delivery of two giant digital screens at Leicester City Football Club's (LCFC) King Power Stadium.

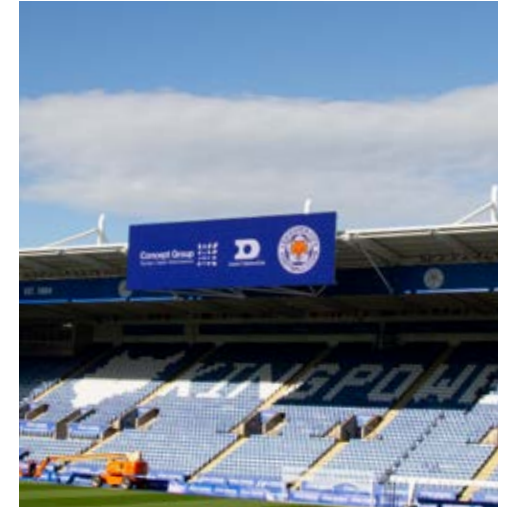
Live matches, scores and high-resolution replays are now broadcast on the two 19.5-metre wide, five-metre high screens situated at each goal 80 ft above the pitch, enhancing the live football experience for fans.

In addition, businesses have access to a range of match-

day and non-match event advertising opportunities at the 32,000-capacity stadium. Concept worked with Daktronics to source the screens.

Daktronics is a global visual display provider, with the UK arm providing and installing electronic scoreboards and digital display systems.

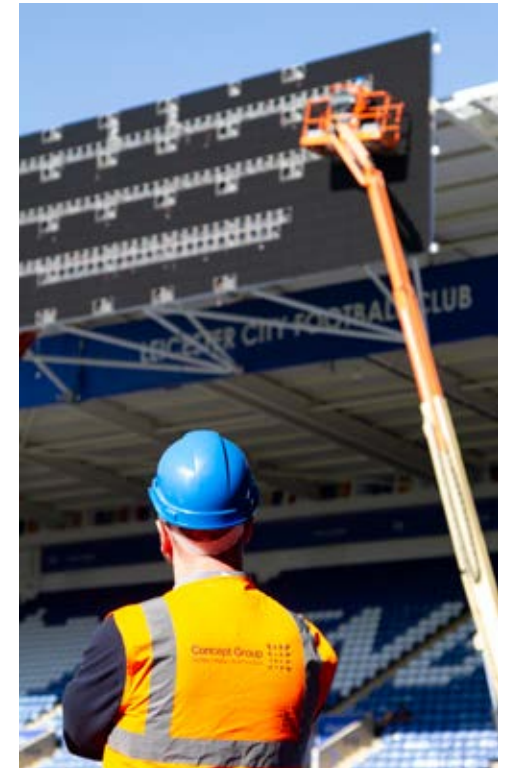
Leicester City Football Club will continue to use the Daktronics Show Control system for content management.



“With their track record and understanding of the LCFC brief, we knew Concept Group would deliver a seamless project, making sure the technology suited the stadium’s different functions. Whether it’s football or large-scale events, we’re confident that the displays will further add to our offer and continue to provide memorable experiences for all our visitors.”

Mags Mernagh

Director of Estates and Infrastructure at Leicester City Football Club





Bescot Stadium Walsall Football Club

Concept Group designed and installed a large format digital display on the corner of the pitch at Walsall Football Club.

The display is used in a variety of ways to engage with fans. These include live social media feeds, vendor and sponsor advertising, stadium announcements, time keeper and a score board.





Twickenham Stoop Harlequin FC Rugby

The Premiership Rugby club Harlequins partnered with Concept Group for the installation of four new LED displays.

The specified Daktronics LED display technology is renowned for unmatched colour contrast, technical reliability and excellent viewing angles.

The two smaller horizontal stand displays mounted above the East and West stands measure 1 x 5.5 meters and are designed for displaying match scores and club branding.

The larger displays measure 4 x 7 metres and are located at Northwestern and

Southeastern corners of the pitch. These full motion video displays will be used for sponsor advertising and club updates as well as engaging the audience with player profiles and match announcements.

Concept have also provided the club with the powerful Show Control platform from Daktronics, allowing for dynamic control of display content.

Head of Operations Jen Motet states: "We have been considering upgrading our scoreboards and installing permanent big screens for some time, and we decided to move forward having had detailed discussions

with Daktronics. Concept Group were the systems integrator, and from the start we were impressed with how they took on the project and drove it forward – especially given an in-season install which presented timeline challenges. The team were adaptable throughout the process and worked with us to ensure minimal impact in a live stadium environment. The screens themselves have had nothing but positive feedback – they are bigger, more impactful and help drive our aspirations on providing an improved experience for our match day and non-match day customers."





Hotel Football, Manchester
OpenMedia



Hotel Football, Manchester OpenMedia

Concept Group have completed works on two full motion digital screens using bespoke LED technology from Daktronics.

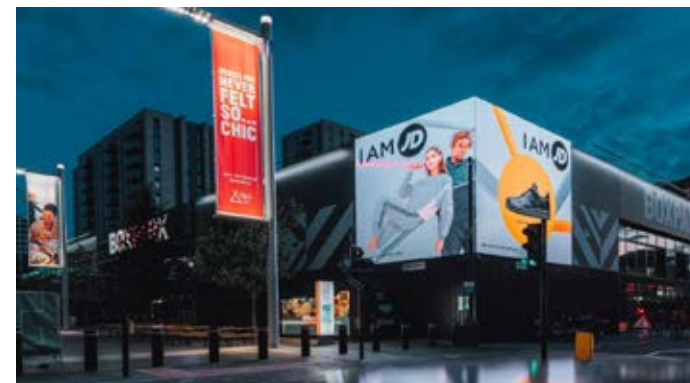
Located on the north and south facades of Hotel Football, the screens are positioned opposite Manchester's Old Trafford Stadium.

Hotel Football is owned by members of Manchester United's Class of 92 and GG Hospitality, and it has proved the perfect location for the dynamic screens.

Concept Group were able to deliver the builds beside busy traffic and effectively install the screens with minimal disruption to commuter traffic and the day to day running of the hotel.

The site is clearly visible for the crowds attending both football matches and other events at the Old Trafford Stadium. The brand JD Sports have already committed as a long-term partner for the season with OpenMedia.

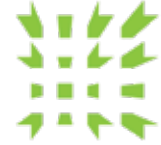
If you have any requirements for the installation of a digital display please call our team on 0121 693 0005 or email signs@concepts signs.co.uk.



BOXPARK, Wembley
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Contact

Concept Group
Signage | Digital | Build Solutions



Sean Morrough

Managing Director

t: 0121 730 4910

m: 07778 266100

f: 0121 747 3602

e: sean.morrough@concepts signs.co.uk

David Neale

Director

t: 0121 730 4915

m: 07717 861085

f: 0121 747 3602

e: david.neale@concepts signs.co.uk



Head Office

22 Gas Street, Birmingham, B1 2JT