

AT&T STADIUM PLAZA

Charlotte Jones Anderson - Senior Vice President, Dallas Cowboys Football Club



A LEARFIELD COMPANY



PRODUCT INFORMATION:

Screen Size: (2) Large: 18' H x 32' W & (2) Small: 15' H x 24' W

Product: Daktronics 12mm

Location: Miller Lite Plaza located on the West End of AT&T Stadium

THE GOVISION SOLUTION:

The Dallas Cowboys' colossal new stadium is renowned for many things, including the world's largest HD video screen suspended 90 ft. above the playing field. However, the first screens the patrons view as they approach the glittering venue are the giant, outdoor screens in the venue's plaza areas.

The massive displays - each larger than the biggest screen at Texas Stadium, the team's former home - are the centerpieces of a unique alliance between the Cowboys and GoVision.

The portable screens were configured and installed by GoVision technicians so they could be quickly disassembled at the end of the season and taken to a variety of offseason events, such as the Final Four, NASCAR races, concert tours, and corporate functions.

CLIENT QUOTE:

"We want every aspect of the game-day experience at Cowboys Stadium to be extraordinary, and the video boards in the outdoor plazas are an important part of that. We're also excited about our partnership with GoVision, which will enable this state-of-the-art equipment to be used at other major events when they're not needed at the stadium."

-Charlotte Jones Anderson, SVP, Dallas Cowboys Football Club

DEDICATED TO UNRIVALED EXPERIENCES

JUMBO.TV • 866-JUMBO-TV