

# Bristol Motor Speedway Center Hung Bristol Motor Speedway



A LEARFIELD COMPANY



## SCREEN FORMAT: GOVISION GV6

### PRODUCT INFORMATION:

GoVision provided Bristol Motor Speedway with the screen to be named "Colossus". Which is comprised of over 8,694 square feet of state of the art LED panels. Each of Colossus' four custom built screens is approximately 30' tall by 63' wide. In total the system hosts nearly 54 million LEDs and 18 million pixels.

### THE GOVISION SOLUTION:

Bristol Motor Speedway was seeking a premier video centerpiece to add at one of the classic NASCAR Tracks in the country. They also were hosting the "Battle @ Bristol" College football game between University of Tennessee & Virginia Tech. Bristol Motor Speedway had been a GoVision Rental Customer for years preceding the upgrade. Prior to the center-hung upgrade project, GoVision had provided a four-sided center pylon that stood on the center of the 50-yard line of the proposed football field. Obviously, the scoring pylon presented a problem for the football game, so Bristol Motor Speedway needed another video board solution. GoVision to the rescue. After understanding the client's vision and statement they wanted to send with a new video board, GoVision created the ambitious and ground-breaking idea, design, and installation of the Worlds largest Outdoor Center hung from start to finish; a solution that perfectly met the needs of the client. Moreover, since the venue only hosts 3-5 events per year, the large investment in such a grand asset did not satisfy the normal financial indicators used to justify capital expenditures. Again...GoVision had a solution! Utilizing an innovative revenue-sharing partnership between GoVision and Bristol Motor Speedway, the video board was designed for the LED tiles to be removable when not in use by the Speedway so the video tiles could be placed into GoVision's video rental tile inventory during the Bristol Motor Speedway off season; thus producing revenue for the enormous asset when not in use by the Speedway. The BMS Screen has now been utilized in GoVision rental projects across the country; including The NCAA Final Four, President Trump's Inauguration, and some of the largest music festivals in the country.

### CLIENT QUOTE:

"Combine all the energy and excitement of Bristol with the ultimate home theater system, and you've got Colossus," he said. "The size, resolution and sound of this display will draw our guests into every bit of action on the track and in the infield."

- Jerry Caldwell, Executive Vice President & General Manager

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