

# COTTON BOWL STADIUM

Bob Hilbun - Senior Vice President, State Fair of Texas



A LEARFIELD COMPANY



## PRODUCT INFORMATION:

Screen Size: (10) 6' H x 10' W

Product: GoVision 3.9mm

Location: Cotton Bowl Stadium, 10 Screens Hanging Under the Mezzanine

## THE GOVISION SOLUTION:

The Cotton Bowl has one of the largest LED screens in the world, but the placement of the end zone screens didn't allow approximately 6,500 fans seated under the mezzanine overhang to view the screens. Consequently, the Cotton Bowl operators were seeking options to enhance the gameday experience for those 6,500 fans. Prior to the GoVision solution, the Cotton Bowl had placed several standard, LCD 55" TV's under the overhangs to as a proxy for the large, end zone screens. However, the standard LCD screens proved to be much too small and dim for the patrons. Enter GoVision. The GoVision solution replaced the standard 55" LCD TVs with ten, stadium-quality, 6ft. x 10ft LED screens; providing a greatly improved viewing experience for the fans utilizing state-of-the-art GoVisionTV products that are over FOUR TIMES LARGER and EIGHT TIMES BRIGHTER than the LCD TVs.

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