

# IOWA STATE UNIVERSITY

Chris Andrews - General Manager



A LEARFIELD COMPANY



## PRODUCT INFORMATION:

Screen Size: (2) 8.2' H x 13.94' W

Product: GoVision DigiThin 2.6mm Digital Media Backdrops

Location: Iowa State Athletic Facilities

## THE GOVISION SOLUTION:

When Learfield property, Iowa State University, expressed interest in converting their static media backdrops to digital screens prior to the beginning of the football season, GoVision jumped into action and custom designed and installed a 8 ft. x 13 ft., high-resolution 2.6mm digital media backdrop for the Cyclone's football complex, plus an identical digital media backdrop in the basketball complex. By converting their media backdrops to a digital format, Cyclone Sports Properties was able to increase the number of sponsors displayed during press conferences via rotating sponsor logos during each conference. Moreover, the additional sponsors delivered incremental sponsorship dollars, with the new digital backdrops quickly becoming the fastest growing sponsorship asset at the property. Check out [www.cyclones.com](http://www.cyclones.com) for interview clips with the new digital backdrops.

## CLIENT QUOTE:

*"Working with the staff at GoVision was a great experience. They are true professionals with experience that is unmatched in the industry. They were hands on throughout the process and made the install extremely easy for all parties involved. True professionals in every sense of the word."*

- Chris Andrews, General Manager - Cyclone Sports Properties

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