

RBC Center, Hurricanes See New Center-Hung Video Display

Written by Maury Brown

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The **RBC Center** in Raleigh, NC, home to the **Carolina Hurricanes** of the National Hockey League (NHL) and **North Carolina State University** men's basketball program, recently installed a unique centerhung display provided by **Daktronics Inc.** (Nasdaq-DAKT). The new display boasts Daktronics LED (light emitting diode) technology.

"We are looking forward to the quality that we didn't have with our old board," said **Dave Olsen**, Vice President and General Manager RBC Center. "This upgrade will significantly enhance fan's experiences at the arena by taking advantage of the advances in video technology since the building opened in 1999."

The new centerhung display is highlighted by four 10-foot high by 17-foot wide LED video screens utilizing 10 millimeter resolution. Providing further entertainment and information, the

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centerhung will also feature eight additional video screens located above. All of the video boards can operate as independent displays showing single large images or be divided into multiple zones (windows) to show a wide variety of statistics, information, graphics, animations and live and recorded video.

Separating the two tiers of video displays is a three foot high digital LED ring display measuring approximately 84 feet in circumference. Another ring display is located below the main video screens. These displays provide fans with in-game information, out-of-town scores, promotional messages and crowd prompts that create an interactive experience. Sponsors of the RBC Center will also have creative opportunities to get their messages across through motion graphics and other eye-catching content.

“This business is all about relationships. Daktronics has provided the support and equipment necessary for the RBC Center to stay competitive with other facilities within our market,” said Olsen. “I have done business with Daktronics for over fifteen years and have never been disappointed. They find the solutions to meet your needs and follow the project through from start to finish.”

“All of us at Daktronics are proud to continue our relationship with the RBC Center,” said **Brent Stevens**

,
Daktronics Regional Sales Manager. “We have been a partner with them since the facility opened and look forward to continued success in the years to come.”

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Maury Brown is the Founder and President of the [Business of Sports Network](#) , which

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