

Prismview Case Study

Michigan State University

OVERVIEW

- Customer: Michigan State University, Breslin Student Event Center
- Type: Indoor Series
- LED Model : 6/10/20mm pixel
- Usage: Indoor display for a sports facility

HIGHLIGHT

- 10% increase in fan attendance within 2 months following install
- 25% increase in fan attendance within 6 months following install
- 85% increase in fan participation in mid-game activities and contests
- 60% increase in decibel levels due to noise/cheering within 2 months following install



CUSTOMER NEEDS

Breslin Student Event Center is a sports facility of Michigan State University, based in East Lansing, Michigan, US. Michigan State University was seeking a solution to increase fan engagement of their sporting events.

PRISMVIEW SOLUTION

After reviewing numerous solutions, they opted for using a solution provided by Prismview based on its strength and effectiveness in creating a strong visual presence on the Las Vegas Strip.

INSTALLATION MODEL LIST

Application	Pixel Pitch	Size	Resolution
Video display	6mm	12.67' x 8.5'	608 x 416
Scoring matrices	10mm	3.3' x 13'	384x96
Fascia	20mm	737'	10880 x 48
Courtside table	10mm	40'	1088x64
Announcer's table	10mm	8'	224x64

Upon installing the Prismview LED Video displays, MSU noticed a heightened sense of fan engagement and enthusiasm. The results have justified their efforts that were made to review numerous signage solutions and ultimately settling on Prismview.

Uniform Viewing Angles

As fans are viewing the indoor display from a variety of vantage points in the Event Center, it was critical to have a solution like Prismview that makes effective use of integrated SMT LED lighting that enables all pictures to look the same from any angle.



On-time and Flawless Installation

Having the right LED solution is the first step, but having the right team to assemble and then install multiple displays in a facility like MSU's Breslin Student Event Center requires a sophisticated level of skill and experience. Luckily, Prismview is able to provide both superior LED solutions and coordinated installations that will last.

Dependable Support 24/7

The learning curve for MSU was rather quick when it came to learning how to use their Prismview display and its content creation aspects. But as they became savvier, they wanted to be more adventurous with their content. In one case, this required some urgent support in the middle of a sporting event. Due to Prismview's assurance of 24/7 support, MSU was able to instantly receive technical support over the phone and get their display operating as desired.

"We took a look at a lot of things for this project - quality, cost, time effectiveness of the installation. And in every area that we looked at, Prismview came in as the top company for us to choose."

-Rick Church
Director of Broadcast Technology,
Michigan State University

About Prismview LLC

Prismview LLC, a subsidiary of Samsung Electronics Co., Ltd., is a leading LED signage manufacturer with thousands of successful global deployments. As an LED industry pioneer for more than 20 years, Prismview's reliable signage technologies deliver dazzling image quality, best-in-class energy efficiency and installation simplicity for customers across a range of markets. Samsung Electronics acquired the company, then known as YESCO Electronics, in March 2015 to add LED expertise to its diverse display portfolio. To learn more about Prismview and view its complete LED signage offerings, visit www.prismview.com.