



LED TECHNOLOGY MARRIES WAYFINDING WITH HIGH-IMPACT ADVERTISING AND NEW REVENUE STREAM

Managing an arena and building revenue year over year is a challenge for any sports team, but for the TD Garden, the home of the Boston Celtics and the Boston Bruins, it is an even greater feat. With back to back games and regular events, static signs were simply not an option. But with the help of state-of-the-art digital wayfinding displays, the TD Garden has been able to utilize a unique space and get quick returns on high impact advertising with a brand new revenue stream.

“We wanted to create the best fan experience possible by bringing our history and heritage to life in a way that was immersive, yet not overwhelming. Our fans have given us so much over the years. We wanted to create a special experience for them to celebrate our 20th anniversary at TD Garden.” -- Amy Latimer, President, TD Garden



THE CHALLENGES

Finding underutilized space in an already crowded concourse proved to be a difficult task for the team at the TD Garden where they were looking to create original revenue opportunities and engage with fans in a brand new way. While the arena was undergoing a digital transformation, the team was also tasked with creating state-of-the-art advertising opportunities for both internal and external clients. With little space to spare and with the help of custom LED displays, the TD Garden was able to utilize the area of underwhelming backlit signage and replace it with an advertising goldmine of LED wayfinding blades that took experience and advertising to a new level.

“Clients have been thrilled with our digital media network assets and the ability to deliver their messages dynamically. The impressions are much more powerful than a backlit sign, and they are able to use different variations of their brand and promote their individual campaigns through these flexible assets.”
– Amy Latimer, President TD Garden



SOLUTION

Needing a flexible solution lightweight enough to hang from the ceiling and customizable in both frame and finish, the TD Garden chose NanoLumens wayfinding blades. With their slim, double-sided capability, low pixel pitches and easy system integration, it was the natural choice for the TD Garden’s upgrade. The high impact solution is used to display targeted messages to defined audiences, keep guests informed on the location of concessions, restrooms and more, as well as display league stats for fans and fantasy leagues, and also run multiple, high value ads that dominate the attention of visitors.

“With 16 video walls, and 36 overhead digital displays, our corporate partners receive over 200 average minutes of exposure to fans per event.” – Amy Latimer, President TD Garden



RESULTS

LED wayfinding blades are redefining the experience of the TD Garden’s internal concourses where they now utilize eye-catching displays to marry advertising and wayfinding seamlessly. The low pixel pitch, double sided blades, were custom designed to the many restrictions of the space.

Today, masses of visitors can now navigate with ease through the concourses thanks to this newly implemented, versatile LED technology. And the digital signage offers an interactive and fresh perspective on advertising, opening a new stream of revenue for the TD Garden. These wayfinding displays have been placed strategically throughout the stadium, offering visual touchpoints in stratified zones to customize advertising for specific audiences, as well as ease direction to concession areas or even the Team Licensed Merchandise store. The possibilities for the TD Garden are endless.

Not only has the fan experience been propelled to a new level, but the TD Garden is now looking forward to a new revenue stream brought about by the versatility of advertising, made possible by the dynamic LED wayfinding blades from NanoLumens. The environment has been enriched beyond the initial expectations of the TD Garden, and visitors are finding themselves drawn in by these interactive displays and overall environment.

“NanoLumens was the perfect choice for us based on their architectural design, the flexibility to deliver any content anywhere, and they were great to work with.” – Amy Latimer, President TD Garden



ABOUT TD GARDEN

Since its grand opening in 1995, more than 30 million people have come to the TD Garden to see the arena's famous tenants, the NHL's Boston Bruins and NBA's Boston Celtics, as well as world- renowned concerts, sporting events, family shows, wrestling, ice shows and so much more. Home to approximately 200 public events annually, the TD Garden hosts well over 3.5 million people each year. The state-of-the-art TD Garden is a year-round, 19,600-seat arena, fully equipped with three (3) private restaurants – Banners Harbor View, Legends Club and the Premium Club Bistro – 90 executive suites, 1,100 club seats, a multi-million dollar high definition video scoreboard (Garden HDX) and complete 360-degree LED technology.

ABOUT NANOLUMENS

NanoLumens, headquartered in Atlanta, Georgia, creates display visualization solutions that deliver truly immersive customer experiences and great return on investment. NanoLumens' digital displays are designed and assembled in the USA and are extremely slim, ultra-lightweight, energy efficient, and feature a bright, seamless, high resolution picture quality that can be viewed from any angle without color shift or image distortion. The company's patented display technology can transform the way marketers engage their customers in every type of retail, hospitality, stadium, arena, transportation, and public event environment.

All NanoLumens displays accept input from nearly any device or content management system. There is no need for special software, hardware, or special personnel to display content beautifully. With a profile of only a few inches and operating with nearly zero heat or noise, the NanoSlim DS and NanoFlex DS series can be installed on virtually any surface without being obtrusive, adding the 'WOW' factor to any indoor or outdoor environment without taking up precious space. With quality backed by an industry leading, Six Year Warranty, NanoLumens is your collaboration partner for visualization solutions that live up to your imagination. For more information, visit: www.NanoLumens.com

