



## Taking Fandom to the next level at DraftKings Sportsbook at Wrigley Field

DraftKings envisioned a flagship location for its daily fantasy sports contest and sports betting patrons to visit. The location is a bit of old meets new with the backdrop being one of the oldest National League ballparks – Wrigley Field. The company allows users to enter daily and weekly fantasy sports-related contests and win money based on individual player performances in five major American sports – the MLB, the NHL, the NFL, the NBA, and the PGA. Along with those 5 major sports the location promises this will be a windfall for fans of more than baseball. Premier League and UEFA Champions League football, NASCAR auto racing, Canadian Football League, the XFL, mixed martial arts (MMA), Boxing, Tennis, All Elite Wrestling (AEW), and WWE. DraftKings is betting this location will bring fans in from off their couches to enjoy it not just during baseball season, but year-round. After all, almost any sport can be wagered upon.

Wrigley Field is a 109-year-old baseball stadium where the Chicago Cubs play. Even though the Cubs aren't known to be a winning team, DraftKings has a winning combo of history and technology on point with an expansive 2,000-square-foot curved video screen with a bottom ticker that scrolls through scores, headlines, betting odds, and other stats. The screen can show 25 games at once with stunning clarity with a 16,320 x 1,800 resolution. The DraftKings display measures 134' Wide by 15' High. It's comprised of curved 2.5mm Nixel™ Flex with 5100 Nixel cabinets (Tiles) and has nearly 30 million Pixels spanning the screen. This True Curve™ technology could only be achieved by Nanolumens. The colossal display offers 178° degree viewing angle and stretches from the ceiling to just a few feet over the bar so that patrons sitting on the second level can view from the overhang.



## Challenges & Solutions

Historical landmarks like Wrigley Field, require many levels of approval for work to begin on a project such as the DraftKings flagship located inside the stadium. Gensler's designers worked alongside the National Park Service, the State Historic Preservation Office, and the Commission on Chicago Landmarks to work through the project timeline for Wrigley's new addition.

They kept the historical architecture and made the new space tie into the Wrigley Field experience with accents evocative of the stadium. Passersby won't have any clue about the modern technology that resides inside as the Sportsbook looks like part of the existing infrastructure. Even without the ability to place bets, this is an impressive venue that greets visitors with a sprawling display. The sportsbook will be open year-round both on gamedays and non-gamedays, with a premier food and beverage experience to complement its innovative visuals.

"This is unique to the entire Midwest," Jeff Denlea, vice president of hospitality strategy for Levy at Wrigley Field says. "The closest thing you get to this is Vegas."

## **The Technology**

When it comes to sportsbook digital signage, the Nixel Series™ stands out with its boundless customizability and unmatched performance. It empowers you to unleash your creativity and completely reshape any setting with an immersive display that leaves a lasting impact. For clients with grand visions like DraftKings for its flagship location, the Nixel Series was the go-to choice. When you need to infuse that undeniable "Wow!" factor into your space, all without compromising your existing structures, this is the solution. Whether your project demands a display surface featuring captivating convex and concave curves or simply a unique-shaped flat-panel display, the Nixel Series is more than capable of meeting your every requirement.

The Nixel™ Flex Series elevates your sportsbook experience for some serious fandom level visuals. With uncompromising quality and its Nixel to Pixel warranty, the Flex Nixel offers superior brightness, image quality, customization options, durability, and flexibility to meet the needs of Sportsbook operations to provide an engaging and exciting fan experience.

Direct View LED screens, like the Nixel Flex, offer exceptional image quality with vibrant colors and high contrast ratios. This is crucial for displaying odds, live sports events, and other content that requires clarity and precision. Sportsbooks typically operate 24/7 and need to provide accurate and visually appealing information to attract patrons and help them make informed betting decisions.

Sportsbooks often have unique layouts and spaces that require tailored digital signage solutions. dvLED technology allows for flexible configurations, making it possible to create large video walls or unique display designs that seamlessly integrate with the sportsbook's aesthetics. Investing in dvLED technology can be seen as a future-proofing strategy. As display technology continues to advance, dvLED screens are likely to remain at the forefront, ensuring that sportsbooks can stay competitive and continue to provide top-notch customer experiences.

