



NanoLumens®

NBA TEAM TAKES THE GAME OUTDOORS WITH "WHITE HOT" FAN ENGAGEMENT

Engaging fans in a city like Miami where there is also football, baseball and college sports to contend with can be demanding. With little parking and too few places to congregate, it is in fact an NBA-sized challenge, but when the Miami HEAT brought imagination and the intensity of indoor LED outside...the iconic experience was "white hot."

"Today's mega home televisions, combined with so many games available, and fantasy sports options make it a really competitive playground when you're trying to get fans off the couch. Teams have to find new and engaging ways to bring fans back to the stadium."-- Rob Jackson, NanoLumens Vice President of Sports and Arenas



CHALLENGE

It might well have been the most beautiful yet underutilized space in all of sports. The AmericanAirlines Arena, home of the Miami HEAT, had an outdoor concrete plaza with a view of Biscayne Bay; but instead of capitalizing on the space's stunning view and 34,000 square feet of real estate, the area sat vacant and unattended for eighteen years. The Miami HEAT wanted to transform the outdoor plaza and create a space that was an extension of the concourse, one that gave their fans a place to congregate before and after games, as well as for parties, concerts, and other local events. It was meant to be a place where fans could enjoy themselves and beat the traffic, while also creating an immersive experience well worth the investment of game tickets. But the space was uncovered and open to the elements, a difficult environment in Miami where humidity can reach 100%, temperatures regularly hit 95 degrees, and "sun showers" blow in and out with only a moment's notice.

"We are known for pushing the limits of the in-arena fan experience with our unusual scoreboard, world-class concerts and must-see sporting events, this new endeavor had to live up to the same level of excellence." – John Vidalin



SOLUTION

The Miami HEAT had a vision: transform the space by making it an extension of the arena itself, so that it appeared to be a seamless part of the venue and not an addition. Executive Vice President and Chief Revenue Officer, John Vidalin led the charge. After deciding to cover the plaza in a custom solar canopy from NRG, Vidalin and his team went about the task of making it visually engaging. From the start, the Miami HEAT knew the importance of going digital, and with all the money the team invested in the design of the space and the solar canopy, boring static signage just wouldn't do. Rather, Vidalin wanted something original – something that would take fans' breath away.

The Miami HEAT's Dave Vickery, Director of Broadcast Services and owner of all things digital in the stadium, was looking for something iconic, unique and that would be a fit for the new environment. As the only company with patented curve technology and the vision and ability to wrap the plaza's concrete building columns, NanoLumens brought the vibrancy of fine pitch LED to the space with the industry's first outdoor-rated fine pixel pitch LED technology. Continued on next page.



RESULTS

The transformation of the space has been successful beyond the HEAT's initial aspirations, and the once-underutilized outdoor area is now a place that fans don't want to leave. The Xfinity East Plaza is now open two hours before tipoff and stays open post game as well, with music, multiple bars and kiosks for purchasing team gear.

The new and "substantial" revenue stream from the plaza has emerged with the additional help of new sponsorships, such as title sponsor XFINITY, as well as NRG, Bacardi, and a premium naming right extension with AmericanAirlines. The displays are a dynamic advertising tool that, in addition to creating a whole new revenue stream, is used to promote upcoming events and provide information about HEAT players. In order to maintain a level of exclusivity to the plaza, the Miami HEAT only makes the ability to advertise in the space available to eight to ten premium partners.

"With NanoLumens, your only limitation is your imagination. Although not the least expensive solution, the new revenue is additive and substantial and the technology meets so many needs that it will pay for itself." --John Vidalin



SOLUTION continued

Vickery worked with the NanoLumens design team to custom-build five cylindrical LED displays made on stainless steel frames that could withstand Miami's weather and high winds. They also built a stage with a 16' by 18' rectangular digital display mounted behind it. The digital displays were designed to work with the plaza's music, lights, and sound, creating a truly immersive experience for fans and visitors.

"We wanted something iconic that no one had ever seen before. Although there were other choices for outdoor LED display, there was simply no competition when it came to NanoLumens. There is no other company that could provide outdoor wrapped LED with the hurricane rating we need in Miami, Florida." – John Vidalin

PRODUCTS USED

Five 4.7mm pixel pitch Gallery Series Outdoor displays were wrapped around concrete columns dotting the plaza, with an additional 4.7mm pixel pitch rectangular display installed behind the stage. The six Outdoor Gallery Series solutions that were installed at the arena were built for a "salt fog" environment, where each display can withstand the corrosive ocean air, operate seamlessly in temperatures up to 122 degrees Fahrenheit, and in wind speeds exceeding 186 miles per hour.

The Outdoor Gallery Series is the world's first true curved, outdoor LED solution that can be built in any size, shape or curvature in pixel pitches ranging from 4mm to 9mm; and it is engineered to perform optimally in all types of outdoor environments.



ABOUT AMERICAN AIRLINES ARENA

The American Airlines Arena is a sports and entertainment facility located in Downtown Miami, Florida along Biscayne Bay. Home to the three-time NBA champion Miami HEAT of the National Basketball Association, the Arena plays host to a wealth of international stars of music and entertainment. Additionally, the Arena is celebrated for its environmental efficiency as the first sports and entertainment facility in the world to earn Leadership in Energy and Environmental Design (LEED) Gold recertification by the U.S. Green Building Council (USGBC).

Chief among the Arena's amenities is the XFINITY East Plaza, the sexiest venue for special events in Miami. With a spectacular view of Biscayne Bay and the Miami skyline, event planners can customize the 34,000 square foot covered outdoor space into the event of their dreams. The venue can accommodate up to 3,000 people and utilize the stage, WIFI, LED displays, a 70,000 watt sound system and lighting effects. For more information, visit: www.aaarena.com.

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, all NanoLumens products 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

