



# NEWS RELEASE

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## **CRESCENT DIGITAL TO OUTFIT HALL OF FAME WITH STATE-OF-THE-ART TECHNOLOGY**

COMPANY'S A/V COMPONENTS HIGHLIGHT EXPANSION, MAKEOVER  
OF NASH FAMILY EVENT & CONFERENCE CENTER

**CANTON, OHIO** – Crescent Digital will be the official A/V supplier of the Pro Football Hall of Fame for at least the next three years under an agreement announced today.

Crescent Digital, based in Cleveland, Ohio, is renowned globally for its work in transforming spaces into immersive A/V environments with advanced and adaptably technology. The Hall and Crescent already are working together on several projects, most visibly the expansion and enhancement of the Nash Family Event & Conference Center on the Hall's campus.

Technology in the Nash Center will include 36-foot by 10-foot direct-view LED displays, a 4K laser projection system and a state-of-the-art, high-quality audio system.

When work is completed this summer, the nearly 5,000-square-foot Nash Center will accommodate up to 600 people in theater-style seating or 400 at tables for public and private events, making it the premier event space of its size in Northeast Ohio.

Additionally, Crescent will install a new video display panel inside the Hall's Presentation Center.

"We are excited to work for the Pro Football Hall of Fame and the fantastic team assembled for the Nash project and look forward to a long-term partnership with the Hall of Fame and the amazing projects they do within the communities they serve," said Mike Heines, CEO & President of Crescent Digital.

Crescent Digital's creative work can be experienced in numerous facilities, including areas of Rocket Loans Arena in Cleveland and at New Crew Stadium in Columbus, which is expected to open to fans in July.

"The missions at Crescent Digital and the Hall of Fame align beautifully," said Pat Lindesmith, Chief Partnership Officer & Senior Vice President of Gold Jacket Relations at the Hall. "For the Hall, it's more than great technology. Crescent continually gives back to the community, and the Hall truly enjoys working with Mike (Heines) and the entire Crescent team."

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## ABOUT THE PRO FOOTBALL HALL OF FAME

Located in Canton, Ohio, the birthplace of the National Football League, the Pro Football Hall of Fame is a 501(c)(3) not-for-profit institution with the Mission to Honor the Heroes of the Game, Preserve its History, Promote its Values, & Celebrate Excellence EVERYWHERE.

The Pro Football Hall of Fame is accredited by the American Alliance of Museums. AAM accreditation is national recognition for the museum's commitment to excellence and the highest professional standards of museum operation and public service.

Hundreds of thousands of fans from across the globe travel to Canton annually to experience "*The Most Inspiring Place on Earth!*" that chronicles America's most popular sport. Fans can also enjoy the Hall of Fame Store at the Hall, and online at [www.profootballhof.com/store](http://www.profootballhof.com/store), for merchandise from all 32 NFL clubs plus the Hall of Fame. Proceeds from the Store support the Hall's Mission.

Construction on Hall of Fame Village Powered by Johnson Controls, a mixed-use development project, is under way in Canton to transform the Hall of Fame's campus.

## ABOUT CRESCENT DIGITAL

Crescent Digital, headquartered in Cleveland, Ohio, is a global leader in design-build AV and Technology System solutions and support. For more information, please visit [CrescentDigital.com](http://CrescentDigital.com).

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