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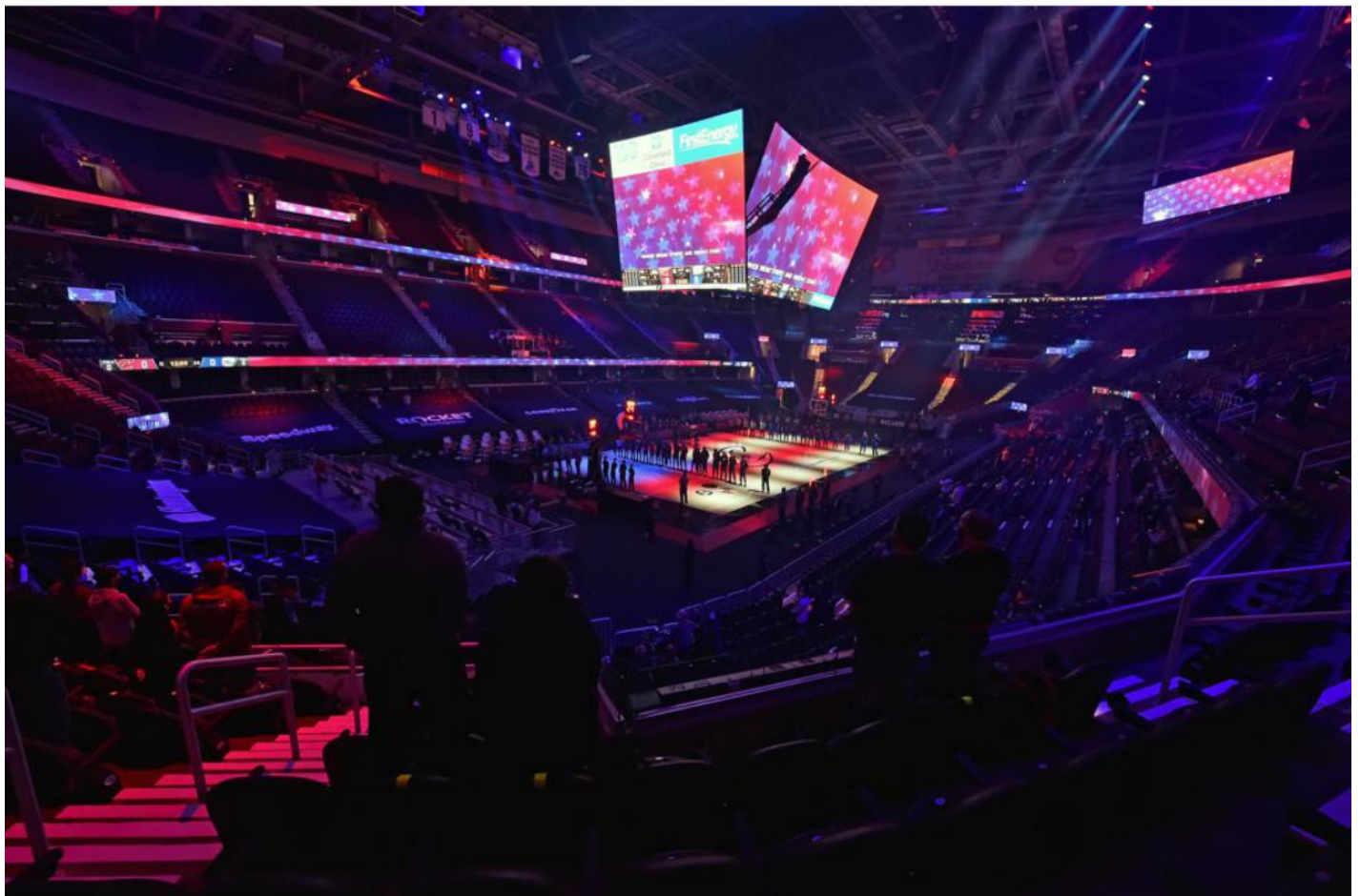
Cleveland Cavaliers Revitalize Rocket Mortgage FieldHouse With More Than 750 Digital Displays



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I cover the Cleveland Cavaliers and NBA basketball.



CLEVELAND, OHIO - DECEMBER 27: A total of 300 fans watch the National Anthem prior to the game ...

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Rocket Mortgage FieldHouse, a multipurpose public sports and entertainment venue and the home of the Cleveland Cavaliers, recently transformed its 25-year-old infrastructure into a cutting-edge facility including over 750 digital displays from LG Business Solutions USA that ensure every attendee can see the action at all times from every seat in the house and throughout the venue's expanded gathering areas and concourses.

According to Crescent Digital, the audio visual integration firm that designed and installed much of the arena's new technologies, this project proves that cities and organizations, like the Cavaliers, can potentially save hundreds of millions of dollars by renovating existing sports and entertainment venues instead of building brand-new ones. Digital displays and integrated technology can play a significant role in these projects, as they have as part of the transformation of Rocket Mortgage FieldHouse.

“In many cases, the venues still have ‘good bones’ and being able to utilize the existing structure and real estate to re-imagine what the transformed facility could be, is a viable option,” said Michael Heines, president and CEO of Crescent Digital. “Creating a new venue from scratch, at a new location, is a very costly proposition. In the case of Rocket Mortgage FieldHouse, the venue had great bones and location, so the vision was to transform that into virtually a new venue at a fraction of the cost. That approach also allows for more investment into fan-facing elements, features and technology as well as a result of massive project savings in other core areas typically undertaken with site-acquisition and out-of-the-ground approaches.”

With 1,000 digital displays from LG, the Cavaliers can engage fans immediately upon their arrival, during and after the game. From the first moment they enter Rocket Mortgage FieldHouse, fans are being pumped up for the coming event with video highlights, player and team statistics, league information and more. Any sports fan knows that watching the game is an emotional and even intellectual experience. Fans are often so invested, that team information and statistics are not mere additions, but required viewing. Between the emotional engagement of exciting fans for the game and intellectual aspect of providing statistics, LG displays are helping to elevate the game experience in a two-fold manner. The LG digital displays also provide wayfinding information; live feeds of the game, concert or convention; event-specific messaging, marketing and sponsor messages; and easy-to-read menus for restaurants and food and beverage stands.

The venue's main concourse has a ring of 150 49-inch displays that wrap the entire perimeter and can be used individually or together to present any type of content the occasion calls for. In fact, every display in the FieldHouse, both indoors and outdoors, is connected to a single Internet Protocol television (IPTV) distribution system that enables quick changes and automated scheduling of the enormous display network. This level of control enabled the venue to create a new experience for the national anthem, where the entire display network goes dark in a "blackout mode", then comes on instantly when the song finishes.

As happens in any renovation project, Crescent Digital encountered some space constraints and infrastructure limitations that required creative thinking and custom designs to overcome. At one concession stand, plans called for digital displays to be mounted above the entire stand, covering its full length so every visitor can see the menu options from any location. Due to limited wall space from the stand to the ceiling, the team realized that the only workable solution was to install LG's unique 86-inch Ultra-Stretch displays side-by-side, effectively forming an ultra-wide video wall above the stand. After that, the decision was made to use those same displays at all concession stands. The Transformation solution solved for many of the previous space constraints and limitations. The venue was able to add over 50,000 square feet of space to serve fans and events in a more efficient way within the same property footprint. At the same time, the vision was to create better game and event connectivity and neighborhood gathering space throughout the venue.

“Having the right partners on a project of this scale and complexity is critical,” said Mike Conley, Cavaliers and Rocket Mortgage FieldHouse Senior Vice President and Chief Technology Officer. “Our partners at Crescent Digital combined with the LG team made a big difference and helped create a vision and a solution that takes our technology and fan experience to the highest level possible. Everyone kept that in mind as solutions were created, while developing efficiencies at the same time. A true win-win-win equation.”

With a height of just 14 inches, the specialized ultra-stretch displays were also the perfect product for the Cavaliers locker room, where five of the displays sit side-by-side to create a ticker-like canvas that presents gameday-related media. The same displays also grace the ticket office, where they provide information to guests in line.

“Throughout the entirety of Rocket Mortgage FieldHouse, Crescent Digital was able to achieve every goal and meet every expectation with a diverse array of LG digital displays,” said Evan Peterson, Senior Account Manager for LG Business Solutions USA. “The FieldHouse is a testament to what can be achieved through hard work and forward-thinking project leadership, and it paves the way for other venues around the globe to create efficiencies by renovating and updating facilities and technologies.”

The FieldHouse also upgraded displays in its premium guest spaces, such as areas for season ticket holders, with six LG video walls in 4x2, 2x2 and 3x3 configurations. Each video wall is comprised of multiple 49-inch or 55-inch high brightness displays with ultra-slim bezels. Additionally, each suite has three LG displays connected to the IPTV network, which guests can control to view cable programming while enjoying the event they’re attending.

“Using the right displays for the right job was crucial to the success of this project,” Heines said. “We chose LG as the indoor display provider because we know the quality of their products and support is second-to-none. Both Crescent Digital and venue operators had to ensure that each digital display installed would remain bright and sharp under 24/7 use, so it was vital to use commercial-grade units that are specifically designed to excel under these conditions. No other display manufacturer is as attentive and helpful as LG was during this project.”

“This project wouldn’t have been possible without the tireless work of integrator Crescent Digital,” said Dan Smith Vice President of business development at LG Business Solutions USA. “Their long-standing relationship with the Cavaliers and familiarity with the building made installation seamless. It was a combination of their knowledge and our technology that brought this renovation to life.”