

Leicester City FC

Leicester City FC Presents Patrons with Top Notch Viewing Experience



About Leicester City Football Club

Leicester City Football Club (LCFC), aka the Foxes, is an English professional football team based at the King Power Stadium in Leicester. Following its promotion to the Premier League, the club has invested heavily in upgrading all the rooms within the stadium. This includes remodeling one of its largest conference suites, which now features an impressive 14sqm full HD LG video wall, using Peerless-AV[®] full-service mounts installed by Pioneer Digital Solutions. This well-positioned, high impact video wall system not only enables effective delivery of live match day content, but it also provides an ideal AV solution for stylish, non-match day presentations during conferences, meetings, banqueting, Christmas, weddings and celebrations.

**WHY
MESS
AROUND**

— WITH —
**anything
else?**



Club Brand Reinforcement

In today's competitive market, the key to business success is offering greater value and understanding what customers want. Fortunately, LCFC excels in this area. More than just a football stadium open two days a week, the club is also a modern, professional facility open seven days a week for a range of meetings and events. As a thank you to its members and corporate sponsors for their patronage, and in preparation for the much anticipated home game against Manchester United on Sunday 21 September 2014, LCFC commissioned the install of a top spec, large scale video wall for the Keith Weller Suite.

Named after one of LCFC's greatest ever players, the Keith Weller Suite on the first floor can accommodate up to 500 delegates during private functions, but on match days it is reserved for yearly ticket holders to enjoy the match with a private bar and fine dining. The club recognised that the new video wall would help improve engagement with members and enhance room atmosphere, while reinforcing the brand identity of the overall venue and resident team.

Challenging Timescales and Pressures

Although the club has its own third party event company for match day operations, LCFC approached commercial partner LG to assist with the project who then enlisted the specialist skill set of Pioneer Digital Solutions for implementing this video wall installation. LG and Pioneer have worked together on a number of other award-winning digital signage projects previously.

The installation needed to be completed in a short timescale and the pre-announced attendance of Greg Dyke, Independent Chairman of The Football Association, at the home match only added to the pressure.

The Solution - Ultimate Video Wall Mounting Solution

Pioneer won the bid with a flexible 4x4 video wall system encompassing 16 LG 47WV50BR 47" Super Narrow Bezel Displays with four Datapath video controllers supporting scale up of images to full HD 1080p resolution. The LG display offers 500 nits screen brightness, wide viewing angles and a bezel width of 4.9mm for a seamless, high quality image. Its auto calibration feature saves time and effort on installation by enabling easy white balance adjustment and IPS technology provides true vivid colour.

For the mounting solution, Pioneer selected the DS-VW765-LAND Full-Service Video Wall Mount from AV technology pioneer Peerless-AV.

"Peerless-AV video wall mounts were chosen for this project without any hesitation. They are an LG preferred partner and we've been a recognised

"We are delighted with the Weller Suite video wall and feedback from members has been highly complementary"

- Ian Flanagan, Commercial Director at Leicester City Football Club Limited.



installation partner of theirs for over five years, cooperating on various high profile retail and corporate projects. As LCFC had a challenging timescale, we needed a product that we knew we wouldn't have any difficulties with. We know we can rely on Peerless-AV for product quality, availability and price. We placed the order with them on the Thursday and the mounts were ready on site for install on the Friday," said Paul Childerhouse, Group Director Pioneer Digital Solutions.

Paul Childerhouse and two engineers completed the install in just one day. Ideal for recessed applications such as this, Peerless-AV DFVW765-LAND mounts facilitated a fast and trouble-free fitting. Once the first mount was installed, the engineers could use the custom wall plate spacers to perfectly place each additional mount on the wall without any measuring or guesswork.

Easy-to-Install System That is Secure and Impactful

Paul Childerhouse added, "The mounts are lightweight making them easy to handle and they were ready to use straight out-of-the box. The custom wall plate spacers worked like a dream, and the tool-less micro-adjustment and spring-loaded mechanism also saved us loads of time. Each display was secured in place and aligned in a matter of minutes."

Since LCFC's third party team will be managing on-going servicing and maintenance, the additional security, cable management and quick service access features made the DFVW765-LAND the ultimate video wall mounting solution for this application. All of the control equipment is concealed neatly underneath the video wall in custom housing designed by Pioneer.

Multiple Uses for Maximum ROI

On match days, members can watch high quality, uninterrupted Freeview TV, video streaming, BT Sport and Sky Sports channels on the Weller Suite video wall. A 10 button switcher enables the operations team to control the video wall settings for match day or non-match day. On non-match days, the video wall can be used in presentation mode for high impact viewing during conference and banqueting events, exhibitions, weddings and Christmas bookings. The switcher selects the required media source, which can include laptops, PCs, DVDs, VCRs, and cameras, to conveniently play out computer presentations, movies or still images, as required. Audio is linked to the room's PA system.

About Peerless-AV:

Peerless-AV, a Peerless Industries, Inc. company, is a leading designer, manufacturer and distributor of audiovisual solutions. From its award-winning mounts and wireless audio systems to indoor/outdoor kiosks and the industry's first fully sealed outdoor displays, Peerless-AV aims to Get it Right by fulfilling both integrators' needs for ease of installation and service, and end-users' dreams in residential and commercial applications.

Based in Aurora, IL, Peerless-AV manufactures over 3,600 products that serve original equipment manufacturers, commercial integrators and consumer retailers in 22 vertical markets through direct sales representatives and authorized distribution. For more information, [visit www.peerless-av.com](http://www.peerless-av.com).

<http://www.lgecommercial.com>

<http://www.pioneergroup.co.uk>

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