

Peerless-AV® Announces 'Behind the Screens' Technology Tours at A New AV Experience Showcase & Networking Event 2022

Get an exclusive inside look at the stadium technology deployed around Lord's and a sneak peek into future developments



Image courtesy of [Ashleigh Signs](#)

Watford, UK, 25 July 2022 – AV technology pioneer Peerless-AV® today announced that it will be running expert guided 'Behind the Screens' Technology Tours at A New AV Experience Showcase and Networking Event, 20-21 September 2022 at Lord's Cricket Ground, London. Hosted by Peerless-AV and Absen, the tours will leave from the Nursery Pavilion providing visitors with an inside look at the solutions employed to deliver engaging content throughout the stadium grounds, with a focus on specific areas such as content management, LED screens, challenges of matchday operations and future developments. Visit the event page to [register](#) and secure your space on the new and exclusive tours on arrival.

"Lord's isn't just an iconic venue for its sporting prowess, it's also home to the recently opened Compton and Edrich stands, and state-of-the-art scoreboard technology with Absen LED at its core," said Keith Dutch, Managing Director – EMEA, Peerless-AV. "New for 2022, we will be

offering Showcase visitors the unmissable opportunity to join daily guided Technology Tours around the grounds, with experts offering their valuable insight into the world of stadium signage.”

The new Technology Tours will show visitors to the iconic media centre, to the Absen A99 Stadium Perimeter LED Displays, moving on to the two 10mm Absen SR10 LED Screens at the main playing field, explaining why this technology is particularly suited to sports stadium digital signage and insight into the remote management and implementation of live scoring on matchdays.

Ross Burling, Industry Development Director OOH & Sports at Absen, Commented:

“We are delighted to be partnered with Peerless-AV in an event of this prestige. LED tech provides a huge number of opportunities for stadiums to inform, entertain and interact with their spectators. We’re very proud to be showcasing our A99 perimeter displays, whilst also being able to show the 73sqm of Absen SR10S, located in the new Compton and Edrich stands installed by our SI Ashleigh Signs ready for the 2021 season.”

Bryan Crotaz from Silver Curve will be covering the following aspects during the tour:

- How to combine live score data, Hawkeye and replays without a talkback system
- How scorers can create new data layouts without training them in Adobe
- How a fielder's name can appear on the board within a second of them running for the ball
- How to deal with component failure, power failure and rats in the fibre without missing a beat
- A sneak preview of future planned developments of Lord’s, including the new 32x9 scoreboard that will go live in 2023

Tour attendees will also visit the iconic Media Centre and will have the unmissable chance to take a photo of their name up on the scoreboard with a century innings at Lord's, The Home of Cricket.

Visit the event page for the 2022 exhibitor list, venue information and registration as well as 2021 showcase videos and testimonials: eu.peerless-av.com/pages/a-new-av-experience

For more information on the full range of Peerless-AV mounts and solutions visit www.peerless-av.com. Follow the latest Peerless-AV news and updates on [Twitter](#), [Facebook](#), [LinkedIn](#) and [blog](#).

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About Peerless-AV

Driving Technology Through Innovation

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.



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