EQUIPMENT · LED

LED perimeter

The perimeter of the court, turned into advertising inventory.

Perimeter systems installed in Granollers, Huesca, Logroño, Benidorm, Cangas, Cuenca and Cantabria.



cinfo

THE CHALLENGE

Static banners cannot be sold twice

A banner perimeter is sold once a season, to one advertiser per position. When the event is broadcast, that advertising goes out the same for everyone and cannot be changed.

01

Limited inventory

One physical position, one advertiser, one season: the revenue ceiling is fixed.

02

A poor look on air

Banners take visual quality away from a broadcast that is otherwise good.

03

Nothing to offer a sponsor

With no dynamic surface it is hard to justify sponsorship per match or per competition.

WHAT WE SUPPLY

An LED perimeter that changes with every event

cinfo supplies and installs LED perimeter systems: panels arranged around the court or pitch that make the broadcast more spectacular and allow it to be monetised through dynamic advertising.

- Advertising that changes during the event, by period or by advertiser.
- Installed in venues in Granollers, Huesca, Logroño, Benidorm, Cangas, Cuenca and Cantabria.
- Integration with the venue's own automatic production.
- Sized to the pitch geometry and to the installed camera positions.

HOW IT WORKS

From a fixed banner to a per-match campaign

The perimeter is designed around how the venue's cameras see it, not only how the crowd does.

01

Venue study

Pitch geometry, camera positions, access routes and competition regulations.

02

Perimeter design

Module length, height and layout, based on what the cameras frame.

03

Installation

Panel mounting, structure, power and the control system.

04

Operation

Scheduling campaigns per event, period or advertiser from the control tool.

FEATURES

A surface designed for the camera and for the stands

- **Dynamic advertising**

  Content that changes during the event: several advertisers in the same position.

- **A more spectacular broadcast**

  The illuminated perimeter improves the look of the broadcast and the venue.

- **Production integration**

  Coordination with automatic production and the event's graphics.

- **Scalable modules**

  The perimeter is sized module by module, to fit budget and venue.

- **Remote control**

  Campaign and content scheduling over the web from the management tool.

- **Indoor and outdoor**

  Specific configurations for covered arenas and open-air pitches.

- **Built for the game**

  Layout and protection in line with the sport and the competition's rules.

- **VAR-compatible**

  It coexists with the play review system and the venue's video scoreboard.

BENEFITS

More inventory, a better look, more sponsors

01

Multiplied inventory

The same physical position sells to several advertisers within the same event.

02

Per-match sponsorship

One-off campaigns that static surfaces could never sell.

03

A better-looking venue

The venue gains visual standing with the crowd, sponsors and the competition.

04

One point of contact

The same provider that produces and broadcasts the event installs the perimeter.

TECHNICAL DATA

Parameters defined in each project

Installation type	Perímetro LED modular alrededor del campo o la pista
Length	A medida, por módulos, según la geometría del recinto
Height	Definida en proyecto según deporte y normativa
Pixel pitch	Ajustado a la distancia de cámara y de público
Content	Publicidad dinámica, mensajes y grafismo del evento
Control	Programación de campañas vía web
Location	Interior o exterior, con la protección adecuada
Reference installations	Granollers, Huesca, Logroño, Benidorm, Cangas, Cuenca y Cantabria



Length, height, pixel pitch and protection are defined in the preliminary venue study and stated in the technical offer, together with the competition's applicable rules.

SUPPLY

What the perimeter supply includes

01

Preliminary study

Site visit, camera framing analysis and a proposal for length and layout.

02

Installation

Structure, module mounting, power, control and testing.

03

Integration

Coordination with venue production, the video scoreboard and the VAR system.

04

Training and support

Training to schedule campaigns and technical support during operation.

The scope of civil works, structure and electrical connections is defined after the venue study. The installation must comply with the relevant competition's regulations.

GALLERY

Perimeter systems in service



An LED perimeter at a rink hockey court during a broadcast.



Dynamic advertising during the event.



An outdoor installation with perimeter and scoreboard.

INSTALLATIONS

Venues with a perimeter installed

GRANOLLERS AND HUESCA

Arenas with an LED perimeter in competition

Sports facilities with a perimeter used both for sponsor advertising and to improve the broadcast's look.

https://cinfo.es

LOGROÑO, BENIDORM AND CANGAS

Perimeters in venues of different sizes

Configurations adapted to each venue's geometry and installed camera positions.

https://cinfo.es

CUENCA AND CANTABRIA

Facilities with broadcasting and advertising integrated

Venues where the perimeter is coordinated with the automatic production and the venue's own scoreboard.

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CINFO IN NUMBERS

LED equipment footprint

7

locations with a perimeter installed

+50

video scoreboards installed by cinfo in Spain

1

provider for production, broadcast and LED

Web

remote campaign scheduling

FREQUENTLY ASKED QUESTIONS

Questions before installing a perimeter

How much length do I need?

It is set in the preliminary study from the venue's geometry and the framing of the installed cameras: what matters is what appears on air.

Who schedules the advertising?

The venue's or club's own staff, from the web control tool. Training is included in commissioning.

Can it be installed in phases?

Yes. The perimeter is modular, so you can start with the stretches most visible on camera and extend later.

Does it coordinate with the scoreboard?

Yes. Perimeter, scoreboard and event production are managed together from the same environment.

Does it meet competition regulations?

The installation is designed in line with the relevant competition's regulations, reviewed during the preliminary study.

Does it work outdoors?

Yes, with the configuration and protection the location requires, determined in the preliminary study.

WHO IT IS FOR

Who installs a perimeter system

01

Clubs that broadcast

Teams already broadcasting their matches that want to monetise the feed.

02

Federations

Competition venues with image and sponsorship requirements.

03

City councils

Municipal arenas used by several clubs and events.

04

Event organisers

Tournaments and finals with their own per-event sponsors.

LET'S TALK

Let's turn your perimeter into inventory

We study how your cameras frame the pitch and propose the length and layout that pays off best.

Request a quote

See installations

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