EQUIPMENT · LED

# LED video scoreboards

A scoreboard that is also a screen, and a screen that also earns money.

More than fifty video scoreboards installed in sports facilities across Spain.




cinfo

THE CHALLENGE

# A traditional scoreboard only shows the score

A sports facility has a screen at the exact spot everyone looks at, and uses it only to show two numbers and a clock.

01

## Wasted space

The most visible surface in the venue generates no advertising revenue.

02

## A poor experience

With no replays or on-screen content, the stands cannot compete with watching at home.

03

## Isolated systems

Scoreboard, PA system and broadcast run separately, each with its own operator.

WHAT WE SUPPLY

# Video scoreboards that show the score and everything else

cinfo supplies and installs LED video scoreboards that work both as an electronic scoreboard and as a content screen: replays, graphics, advertising and the event's own live feed.

- More than fifty video scoreboards installed in Spanish sports facilities.
- Integration with the venue's own tiivii automatic production.
- Advertising and sponsorship on air during the event and at breaks.
- Sized and designed for the venue and the audience's viewing distance.

HOW IT WORKS

# From project to the first matchday with a new scoreboard

The scoreboard is sized from the venue's geometry and the distance at which the audience sits.

01

### Venue study

Viewing distance, ambient light, available mounting points and applicable regulations.

02

### Sizing

Surface, resolution and pixel pitch suited to that viewing distance.

03

### Installation

Structure, module mounting, power, control and commissioning.

04

### Integration and training

Connection to the venue's production and training for the staff who will run it.

FEATURES

# One surface doing several jobs at once

- **Electronic scoreboard**

  Score, time, period, fouls and all the information each sport requires.

- **Content screen**

  Video, graphics, replays and messages on the same surface.

- **Scheduled advertising**

  Sponsor spots and stills during the event and at breaks.

- **Production integration**

  The event's directed feed shown on the venue's own screen.

- **Replays and VAR**

  Replays and officiating reviews can be shown to the crowd.

- **Remote control**

  Content managed from the web-based administration tool.

- **Custom dimensions**

  Surface and resolution matched to the venue and viewing distance.

- **Indoor and outdoor**

  Configurations for covered arenas and for open-air facilities.

BENEFITS

# The scoreboard stops being a cost and becomes an asset

01

## Sponsorship revenue

New ad inventory at the venue's point of maximum attention.

02

## A better experience in the stands

Replays, graphics and content that bring the stands closer to the TV experience.

03

## One single provider

Scoreboard, audiovisual production and broadcasting managed by the same team.

04

## A proven installation

More than fifty installations in service across Spain.

TECHNICAL DATA

# Parameters defined in each project

| | |
|---|---|
| **Installation type** | Videomarcador LED fijo, interior o exterior |
| **Surface** | A medida según recinto y distancia de visión |
| **Pixel pitch** | Definido en proyecto según la distancia del público |
| **Supported content** | Marcador, vídeo, grafismo, repeticiones y publicidad |
| **Integration** | Producción automática tiivii, mixer y sistema VAR |
| **Control** | Gestión remota vía web desde la herramienta de administración |
| **Sports data** | Integración con mesa arbitral y relojes conectados |
| **Installations in service** | Más de 50 videomarcadores en España |




Each scoreboard is sized to order. Surface, pixel pitch, brightness and structure are set in the preliminary venue study and stated in the technical offer.

SUPPLY

# What the scoreboard supply includes

01

## Preliminary study

Venue visit, sizing and a technical proposal with placement and surface.

02

## Installation

Structure, module mounting, power, control and operational testing.

03

## Integration

Connection to venue production, the scoreboard and sports data systems.

04

## Training and support

Training for the staff who operate the board, and follow-on technical support.

The exact scope — structure, associated civil works and connections — is defined after the venue study and stated in the offer.

GALLERY

# Installed scoreboards




An arena scoreboard with competition graphics.




An outdoor scoreboard at a municipal sports facility.




A football pitch scoreboard with time and score.

INSTALLATIONS

# Equipped sports facilities

FOOTBALL CLUBS

## Outdoor boards with score and time

Video scoreboards installed at football grounds with match data integration and advertising space for local sponsors.

https://cinfo.es

MUNICIPAL ARENAS

## Scoreboard and content screen on the same surface

Covered facilities where the board shows the score, the event's directed feed and venue advertising.

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FEDERATIONS

## Consistent rollout across several venues

Equipping several venues of one competition to the same technical and visual standard.

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CINFO IN NUMBERS

# Deployed LED equipment

**+50**

video scoreboards installed in Spain

**1**

surface for score, content and advertising

**+210**

sports facilities equipped by cinfo

**Web**

remote control of the screen's content

FREQUENTLY ASKED QUESTIONS

# What clubs and councils ask

### What size of board do I need?

It depends on the audience's distance and the venue's geometry. Sizing is set in the preliminary study, before the offer.

### Is it only a scoreboard?

No. It works both as an electronic scoreboard and as a content screen: video, graphics, replays, advertising and the event's directed feed.

### Does it integrate with your production?

Yes. The board connects to the venue's tiivii automatic production, to the mixer and, where present, to the VAR system.

### Can I sell advertising on it?

Yes, and it is one of the usual reasons to install one: sponsor spots and stills can be scheduled during the event and at breaks.

### Does it work outdoors?

Yes. There are specific outdoor configurations, with the brightness and protection the installation requires.

### Who operates it during the match?

The venue's own staff, from the web-based administration tool. Training is included in the commissioning.

WHO IT IS FOR

# Who installs a video scoreboard

01

### Sports clubs

Facilities looking to improve the fan experience and attract sponsorship.

02

### City councils

Municipal sports halls and pitches shared by several clubs.

03

### Federations

Competition venues that need a consistent look.

04

### Facility operators

Operators running sports venues who are looking for new revenue.

LET'S TALK

# Let's size your video scoreboard

One visit to the venue is enough to propose surface, placement, integration and cost.

**Request a quote**

See installations

CONTACT

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