

Enhancing the cricketing experience



Xtreme Media's outdoor LED display solution for Barsapara Cricket Stadium in Guwahati

Objective

With the IPL becoming #Indiakatyohaar, technology upgradation in India's various cricket stadiums that are hosting these events is becoming a must. In line with this thought, those managing the Barsapara Cricket Stadium in Guwahati were looking for an integrated scoreboard solution, which could capture the live action on the pitch and also provide scope for advertising. The stadium is huge in size, so the scoreboards installed needed to offer high brightness and contrast ratios. Another key requirement was a high screen refresh rate for the live telecast of the scores depicted on high resolution screens.

Challenges

The need was to provide the right pixel pitch for the display, based on the right viewing angle of the LED scoreboard. With the stadium being round and enormous, the key challenge was to ensure clear visibility even for spectators at the farthest corners.

Installing large LED scoreboards within the available space while not compromising on the seating capacity posed a huge challenge, particularly while selecting the correct location and implementing the solution. The other challenge was to find an integrated solution with efficient software for the smooth functioning and updating of live data.

Solution

To meet the requirements for the Barsapara Stadium, two 12.28m × 7.68m 'true colour' outdoor LED displays were installed. This was to ensure the board could be vividly viewed from a great distance.

The solution provided is robust and weatherproof. The display is clearly visible during the day and night, as it auto adjusts its brightness and contrast levels resulting in energy efficiency too. It has a high refresh rate of 4800Hz for flicker-free viewing during telecast. The screen has very high horizontal viewing angles for the best viewing experience.

Xtreme Media also used a scoring software designed for LED scoreboards. The XM software accepts various content formats such as videos, images, animations and docs with four preset templates including match summary, full scorecard, a graph displaying a cricketer's or team's performance per over and partnership overview.