

# Air Canada Centre About to Unveil 320-Screen Network

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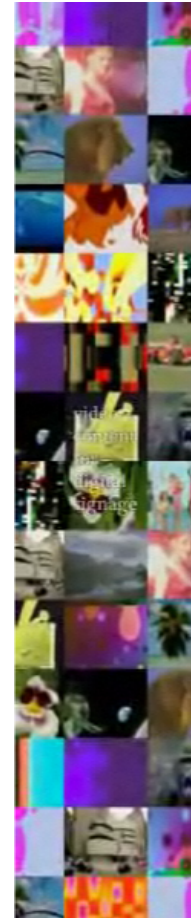
The **Air Canada Centre** (Toronto), ranked as one of the top five entertainment venues in the world, is about to turn on a \$3 million digital screen network. The concept and project plan has been orchestrated by digital signage consultancy **Digital Display & Communications** (DDC). Other key business partners active in the installation included **IBM** for network services, **Omnivex** for media playback software (Moxie), **TTUFF Technologies** for media players and consultant **Lyle Bunn**.

The facility, owned by Maple Leaf Sports and Entertainment (MLSE) – one of North America's premier sports and entertainment organizations, now has more than 320 HD-quality video display monitors, set in a variety of configurations and clusters: "At one newly renovated entry, 42 LCD flat panels are stitched together and other areas feature screen clusters. One area that was using still images for a history wall is now a cluster of different-sized and oriented screens, with rotating images and narratives on the images that can be heard if fans call designated numbers and listen using their mobile devices". (Click [here](#) for some pictures)

Content shown on the screens will include a live video stream from inside the arena, information to aid in facility navigation and promote upcoming events being held at the various MLSE facilities, and advertising (many screens are actually replacing traditional backlit poster advertising boards).

The installation, part of a massive \$50 million facelift to the landmark facility, will be unveiled during the Maple Leafs' preseason game against the Boston Bruins on September 16. Subsequent phases of MLSE's digital signage deployment should continue in 2010, both at the Air Canada Centre and at other facilities managed or owned by MLSE.

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