

## A Good Bet on the Horse Track & Digital Signage

Written by Bob Snyder  
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Following the largest single sponsorship deal for the benefit of UK horse racing, The Qatar Goodwood Festival witnessed a first in UK horse racing with **more than 120 linear metres of high res digital signage** along the final furlong and finish post.

If that signage looked familiar, you might have recognized **ADI's digiBOARD** from Premier League football grounds, rugby stadiums and arenas. (digiBOARD features in 13 of 20 Premier League grounds)

The specific digital solution for the Qatar Goodwood Festival, created by LED specialists ADI as the exclusive screen supplier to the Goodwood Estate features 8 staggered 8 metre digiBOARD panels along the final furlong and a 60 metre long digiBOARD strip at the finish post-- all with outdoor 10mm SMD.

The digiBOARD solution is complemented by some of ADI's other products, including the **iCONIC** 100+ screens (cited by the company as "the world's largest, highest resolution mobile LED displays").

Nick Robinson, Screen Rental Director at ADI comments, "We've taken one of our proven technologies and created a bespoke digital platform that met the unique requirements of the

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event sponsor and the venue. The result is visually spectacular, creating outstanding brand exposure that engages race-goers at the Festival and TV audiences. It has also created an attractive aesthetic in horse racing that's never been seen before in the UK."

Headline partner **Qatar**-- as well as sponsors **Jaguar Land Rover, Neptune Funds** and **NatWest** --

improved their sponsorship via full motion advertising in an audience engagement solution that surpassed the traditional audience engagement of static boards. And the signage operator gained the flexibility to change content depending on the race and the time of day (maximizing commercial opportunities as well live information (like race winners) for spectators to enjoy.

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