

The London Legacy Development Corporation (LLDC) Planning Decisions Committee approve the proposal to install **the largest stadium exterior digital displays in Europe** at the Hammers’ new home on Queen Elizabeth Olympic Park.

The Club and its stadium partners-- working with leading digital experts—plan to revolutionise the exterior of the Stadium: the largest digital screens in Europe, measuring a massive 83m by 12m, installed on the outside of the Stadium (and flanked by 68 12m high fabric panels similar to those used at Wembley Stadium, the Emirates Stadium and Celtic Park).

The new installation will benefit all partners of the Stadium, enabling events throughout the year, including West Ham United matches, to have a highly-visible, cutting edge digital platform for content, information and promotional material, all in HD.

The screens are expected to respond to different brightness settings, so definition remains at an optimum level for day or night games in any weather condition.

Inside the stadium, **Daktronics** is helping on what they call the **Largest In-Bowl Displays in Europe** . They will install two large LED video displays at Queen Elizabeth Olympic Park Stadium, London, in time for 2015 Rugby World Cup. Starting in the 2016-17 season, these displays will be the largest in the

English Premier League when West Ham United FC calls the venue home.

Each display will measure 8 meters high by 26.7 meters wide to provide more than 420 square meters of displays space combined. Each display will feature a 15HD pixel layout for image clarity and contrast with wide viewing angles ensuring a great view from any seat in the stadium. The displays feature variable content zoning allowing them to show one large image or multiple separate zones to show any variety of live video, instant replays, scores and statistics, graphics and animations, and sponsor messages.

"Daktronics is really excited about being part of such a legacy project," says Daktronics Regional Manager Ewan Prentice. "This stadium has already played host to many records through the London 2012 Olympic Games, and now, by installing the largest stadium video screens within Europe, adds another."

Watch The Video on the Stadium with the Largest “Digital Wrap”

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