



CASE STUDY

Pittsburg State University
Pittsburg, KS

Overview

Pittsburg State University (PSU), located in Pittsburg, Kansas, is a prominent public university known for its strong academic programs and vibrant student life. With a student enrollment of over 7,000 and a well-regarded athletics department, PSU offers a wide range of events and activities for students, faculty, alumni, and the local community. The university is committed to providing its students and athletes with the best facilities and technology to enhance their experience.

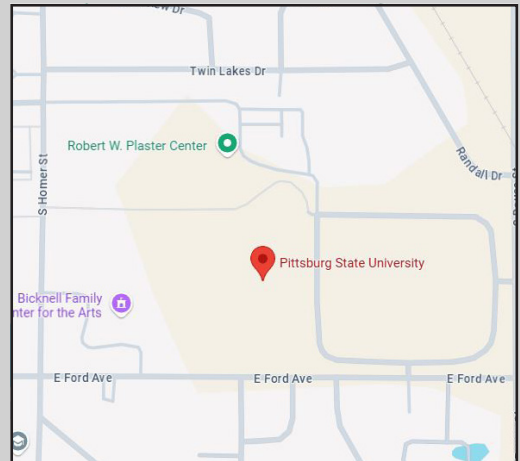
In 2023, PSU sought to upgrade its athletic facilities with more modern, interactive, and efficient signage solutions. Specifically, the university decided to replace its outdated scoreboards and signage with state-of-the-art digital displays, choosing the Next LED Signs Apex model for its indoor digital sign and scoreboard needs.



CLIENT : Pittsburg State University

PITCH : APEX 10MM

PIXEL MATRIX : 864px x 480px



Challenge

Before the installation of the Apex digital sign and scoreboard, PSU faced several challenges related to communication, event visibility, and fan engagement:

- **Outdated Scoreboards**
The previous scoreboards were mechanical, outdated, and lacked the ability to display real-time, dynamic content. They could only show basic game statistics, which did not capture the full potential of engaging fans during live events.
- **Limited Content Display**
The old signage had minimal capabilities to display a variety of content beyond game scores, such as sponsor ads, player stats, upcoming events, or social media feeds. This limited the university's ability to engage with fans and promote its programs effectively.
- **Inefficient Information Updates**
With the manual nature of the old scoreboards, updating information like player statistics, sponsor messages, and event schedules during a game or event was cumbersome and slow.
- **Fan Engagement**
PSU wanted to increase fan interaction during sporting events, enhance the atmosphere in the arena, and offer more entertainment value during downtime, such as halftime shows and intermissions.

Solution

The solution to these challenges was the installation of the Next LED Signs Apex Indoor Digital Sign and Scoreboard. Key reasons for choosing the Apex model included:

- **Full-Color, High-Resolution Displays**
The Apex model offers superior resolution and vivid color, ensuring that game statistics, sponsor advertisements, and interactive content are displayed clearly and attractively, even from the furthest seats in the arena.
- **Multi-Use Functionality**
The digital scoreboard and sign can display multiple types of content simultaneously, including real-time scores, player stats, highlight reels, live feeds, and social media interactions. This versatility enhances the overall fan experience.
- **Real-Time Updates**
The Apex system is equipped with cloud-based software, allowing staff to update content in real-time. This feature ensures that information is always accurate and up-to-date during events, such as score changes, player substitutions, and game statistics.
- **Sponsor Integration**
With its ability to seamlessly integrate sponsor logos, advertisements, and branded content, the digital signage creates new opportunities for revenue generation through sponsorships, providing a dynamic platform for businesses to promote their brands.
- **Interactive Features**
The scoreboard's ability to display dynamic sponsor content opens up new avenues for attracting and retaining sponsors.
- **Durability & Efficiency**
The Apex model is designed to withstand the rigors of high-traffic environments, providing long-lasting performance and reducing maintenance needs, while also being energy-efficient.



"The video display in the Plaster Center really sets it apart from other venues. This new sign was the icing on the cake. It really helps bring the whole center together and adds that wow factor for future guests. NextLED did an incredible job. They listened to our needs and developed the product to meet those needs. What more could we ask for?"

*- Brad Wells
Pittsburg State*

Results

The addition of the Next LED Signs Apex indoor digital sign and scoreboard has brought significant improvements to both the athletic experience at PSU and the university's engagement with its community:

Enhanced Game-Day Experience

The new digital scoreboard has transformed the fan experience, offering vibrant visuals, detailed player statistics, and live updates in real-time. Fans and spectators have noted that the high-resolution graphics and dynamic content make the events more exciting and immersive.

Increased Fan Engagement

The ability to display interactive content—such as live polls, trivia questions, and social media posts—has deepened fan involvement. Fans can now feel more connected to the events, engaging with the team and the university through social media shoutouts or game-related trivia.

Improved Communication & Information Delivery

The cloud-based platform has enabled the PSU staff to deliver up-to-date information quickly, whether it's changes in the game schedule, halftime performances, or emergency alerts. The digital signage system has significantly improved the efficiency of event operations, allowing real-time adjustments.

Revenue Generation

The ability to display dynamic sponsor advertisements has opened up new revenue streams for the university. Local businesses have benefited from the increased visibility, while the university has gained an additional avenue to support its athletic programs.

Brand Visibility & Promotion

The high-quality display has become a powerful tool for showcasing PSU's brand and programs, both during sports events and other university-related activities. The signage has helped create a modern, professional atmosphere that aligns with the university's commitment to excellence.

Reduced Operational Costs

The elimination of the old mechanical scoreboard has reduced maintenance costs, as the new system is more reliable and easier to maintain. Additionally, the digital signage system eliminates the need for printed materials, saving PSU money on promotional flyers and posters.

Positive Feedback from Athletes & Fans

Athletes have expressed greater satisfaction with the new scoreboard, as it provides real-time statistics that are critical for tracking performance. Fans have also appreciated the enhanced visuals and the overall improvement in the event atmosphere.



CONTACT US

888-263-6530

sales@nextledsigns.com

www.nextledsigns.com

8805 E. 34th St. N.,
Wichita, Kansas 67226