

CASE STUDY

University of Central Arkansas
Conway, AR



Overview

University of Central Arkansas Enhances Fan Experience with Next-Generation Digital Scoreboards.

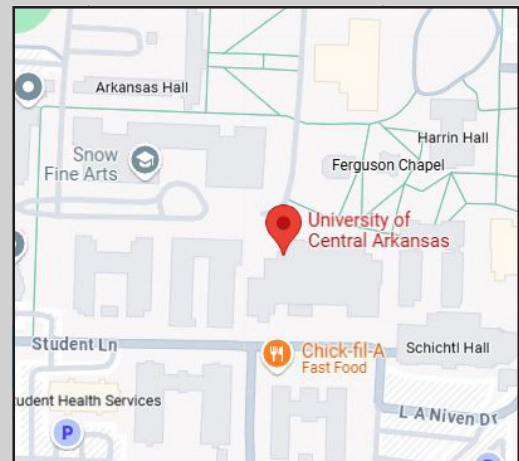
The University of Central Arkansas (UCA) in Conway, Arkansas, is a premier public institution known for academic excellence and a highly competitive athletics program. To modernize its outdoor facilities, UCA partnered with **NEXT LED Signs** to replace its basic, limited-function scoreboards with state-of-the-art **STAX 9.5mm** outdoor digital solutions. This upgrade provides a dynamic, interactive experience for students, alumni, and community members attending football, soccer, baseball, and track and field events.



CLIENT : University of Central Arkansas

PITCH : STAX 9.5MM

PIXEL MATRIX : 896px x 608px



The Challenge: Overcoming Static Game-Day Limitations

Prior to the upgrade, UCA's athletic department faced significant obstacles in audience engagement and operational efficiency:

- **Outdated Scoreboard Functionality:**
The legacy system displayed only basic stats, making it difficult to maintain fan interest during breaks in play.
- **Limited Interaction:**
The old hardware could not support dynamic content such as social media feeds, live player stats, or vivid sponsor advertisements.
- **Durability Concerns:**
Arkansas' unpredictable climate required a rugged, weather-resistant solution that the existing scoreboard lacked, leading to reliability issues.

The Solution: High-Resolution, Weatherproof Digital Scoreboards

UCA implemented a cloud-managed digital solution designed to transform the game-day atmosphere:

- **Full-Color Multimedia Display:**
The high-definition STAX 9.5mm board supports vivid graphics and live video highlights to maintain fan attention in large stadiums.
- **Real-Time Content Updates:**
Using a cloud-based management system, UCA staff can instantly update scores, game stats, and fan polls.
- **Engineered for Extreme Weather:**
The new system is built to withstand high winds, heavy rain, and direct sunlight, ensuring consistent performance year-round.

"Recently, our university partnered with Next to deliver a high-quality digital signage solution for our baseball and softball stadiums on a very tight timeline, and their team exceeded our expectations to ensure that we were ready for opening day. The digital scoreboards added to the student athlete experience and fan experience at our Baseball and Softball games that had been missing prior to installing these boards."

— Darrell Walsh
University of Central Arkansas



The Results: Increased Revenue and Operational Efficiency

How do digital scoreboards increase revenue for universities?

Dynamic digital displays create high-visibility platforms for local and corporate sponsors. Unlike static signs, these boards allow for rotating advertisements during games, significantly increasing the value and variety of sponsorship packages.

What are the benefits of LED scoreboards for fan engagement?

Full-color LED boards improve the fan experience by integrating live social media feeds, trivia, and video replays. This interactive content fosters a stronger connection between the community and the university's athletic programs.

How does solid-state signage reduce university costs?

Modern digital scoreboards are more energy-efficient and require significantly less maintenance than traditional mechanical systems. This engineering results in long-term operational savings for university athletic departments.

Reliability & Durability

The weather-resistant design has proven reliable in the face of Arkansas' extreme weather, performing consistently in heavy rain and heat with minimal maintenance.



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