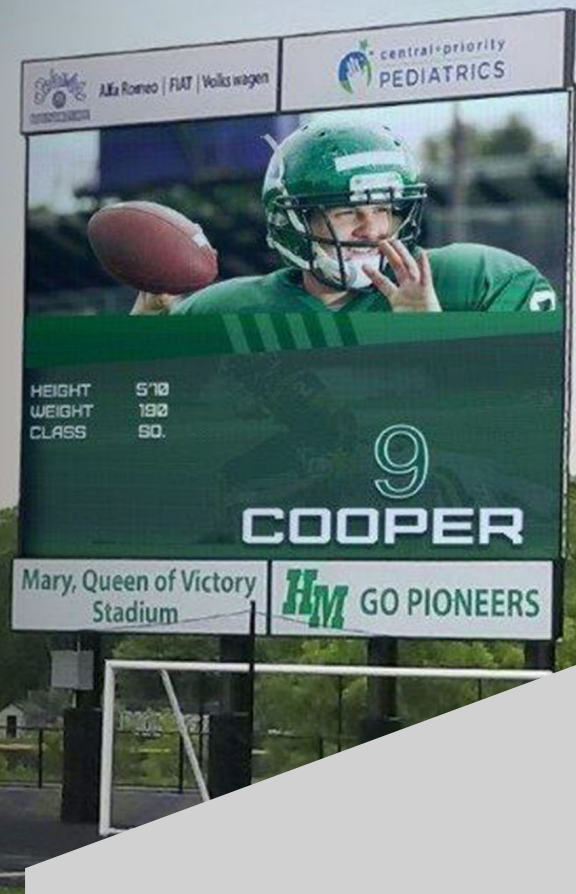


CASE STUDY

*Hill-Murray High School
Maplewood, MN*



Overview

Hill-Murray High School Modernizes Campus Athletics with Dynamic Digital Signage Hill-Murray High School in Maplewood, Minnesota, is a premier private Catholic institution known for academic excellence and a robust athletics program. To enhance the experience for student-athletes and fans, the school partnered with **NEXT LED Signs** to replace its legacy, static scoreboard with a state-of-the-art **FLEX 16mm outdoor digital scoreboard**.

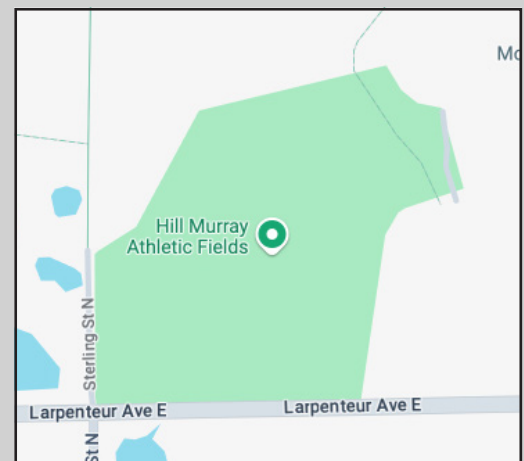
This upgrade serves the school's commitment to providing a professional, tech-savvy environment for football, soccer, and track and field events.



CLIENT : Hill-Murray High School

PITCH : FLEX 16MM

PIXEL MATRIX : 540px x 340px



The Challenge: Overcoming the Limits of Legacy Technology

Before the 2023 installation, Hill-Murray's athletic department faced several visibility and engagement hurdles:

- **Outdated Static Scoreboard:**
The previous traditional model could only display basic scores and time, offering no platform for player recognition or live stats.
- **Limited Fan Interaction:**
With minimal content options, the game-day atmosphere was largely passive, missing opportunities for community engagement.
- **Missed Sponsorship Revenue:**
The old system lacked the digital capability to effectively promote local sponsors, limiting a vital source of athletic funding.

The Solution: High-Resolution, Cloud-Managed Scoreboards

Hill-Murray chose a NEXT LED solution designed to maximize visibility and operational efficiency:

- **Vivid Full-Color Display:**
The high-resolution system is capable of showing detailed game statistics, professional graphics, and promotional videos.
- **Real-Time Digital Updates:**
A cloud-based management system allows staff to immediately update score changes, timeouts, and player substitutions.
- **Interactive Engagement Features:**
The new board enables live social media feeds, trivia questions, and fan polls to create a lively game atmosphere.



"The integration of digital displays and scoreboards in schools has revolutionized campus advertising. We've seen tremendous growth, as these dynamic platforms allow brands to engage directly with students in an impactful way. It's not just about visibility; it's about creating memorable experiences that resonate with the entire school community."

*- Brian Nicholson
School Space Media*

The Results: Increased Revenue and Stronger Community Ties

How do digital scoreboards help high schools generate revenue?

Digital scoreboards create a high-visibility platform for local businesses to display rotating advertisements and logos. This provides high schools with a sustainable way to generate additional funding for athletic scholarships, equipment, and facility upgrades.

What are the benefits of LED scoreboards for fan engagement?

Modern LED boards improve the game-day atmosphere by integrating interactive features like social media shout-outs and live trivia. This increases spectator attendance and participation by making every athletic event more exciting and visually engaging.

Can digital scoreboards withstand harsh winter weather?

Yes. NEXT LED digital scoreboards are engineered for high durability and are built to withstand harsh climates, such as Minnesota's extreme weather. These systems require significantly less maintenance than mechanical models, leading to long-term cost savings for the school.

Positive Community Feedback

Athletes appreciate the visibility and recognition provided during games, while alumni and parents report an improved fan experience that makes attending events more enjoyable.



CONTACT US

888-263-6530

sales@nextledsigns.com

www.nextledsigns.com

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