



# CASE STUDY

**Pittsburg State University**  
**Pittsburg, KS**

## Overview

***Pittsburg State University Modernizes Athletic Facilities with NEXT LED Signs Apex Technology.***

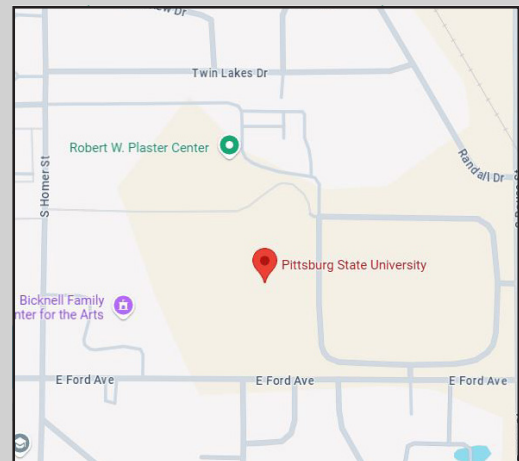
Pittsburg State University (PSU), located in Pittsburg, Kansas, is a prominent public university recognized for its vibrant student life and highly regarded athletics department. Serving a student body of over 7,000, the university is committed to providing athletes and fans with elite facilities and modern technology. In 2023, PSU sought to upgrade its indoor athletic signage to enhance game-day engagement and operational efficiency. The university chose the **NEXT LED Signs APEX** model to replace its legacy systems, delivering a state-of-the-art digital experience for the Robert W. Plaster Center.



**CLIENT :** Pittsburg State University

**PITCH :** APEX 10MM

**PIXEL MATRIX :** 864px x 480px



## The Challenge: Overcoming the Limitations of Mechanical Systems

Before the digital installation, PSU's athletic department encountered several hurdles that hindered the fan and athlete experience:

- **Outdated Mechanical Scoreboards:**  
The previous systems were unable to display real-time, dynamic content, limiting the university's ability to engage fans during live events.
- **Minimal Content Capabilities:**  
The old signage could only show basic scores, missing opportunities to promote player statistics, upcoming campus events, or social media feeds.
- **Inefficient Information Management:**  
Manually updating player stats and sponsor messages during fast-paced games was cumbersome and slow, often leading to information delays.

## The Solution: High-Resolution, Multi-Use Digital Displays

Next LED Signs provided a custom APEX solution designed for the rigors of a high-traffic university arena:

- **Vivid High-Resolution Displays:**  
The APEX model delivers superior color and clarity, ensuring that highlight reels and sponsor ads are visible from every seat in the arena.
- **Simultaneous Multi-Use Functionality:**  
The system allows staff to display live feeds, real-time scores, and social media interactions all at once on a single display.
- **Cloud-Based Real-Time Updates:**  
Equipped with easy-to-use software, PSU staff can now adjust player substitutions and game statistics instantly from a remote connection.



*"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*

# The Results: Enhanced Fan Immersion and New Revenue Streams

## How do digital scoreboards improve the university fan experience?

Digital scoreboards transform game-day atmospheres by offering vibrant visuals and interactive content like live polls and trivia. By integrating social media shout-outs, universities can deepen fan involvement and create a more immersive, modern environment.

## Can high-resolution LED signs increase university sponsorship revenue?

Yes. The ability to display dynamic, high-definition sponsor advertisements opens up new revenue streams. Local businesses and corporate partners benefit from increased visibility through rotating digital ads, providing a valuable platform for brand promotion.

## What are the operational benefits of upgrading to digital signage?

Transitioning to a digital system reduces long-term operational costs by eliminating the need for recurring printed promotional materials. Furthermore, solid-state digital signs are more reliable and easier to maintain than outdated mechanical models, resulting in lower upkeep expenses.

## Positive Feedback from Athletes and Fans

Athletes at PSU have expressed high satisfaction with the new system, as it provides the critical real-time statistics needed to track performance. The modern, professional atmosphere aligns with the university's commitment to excellence and provides a "wow factor" that sets the Plaster Center apart from other regional venues.



## CONTACT US

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