

CASE STUDY

Wichita Swim Club



Overview

Wichita Swim Club Modernizes Aquatic Experience with STAX LED Video Board.

Wichita Swim Club, a premier competitive swimming organization in Kansas, partnered with NEXT LED Signs to transition their facility into the digital era. By replacing an outdated monochrome scoreboard with a cutting-edge STAX 9mm full-color LED video board, the club has enhanced engagement for swimmers, spectators, and sponsors alike.



CLIENT: Wichita Swim Club

PITCH: STAX 9MM

DIMENSIONS: 5' x 24'



The Challenge: Overcoming Static Communication Limits

The club's legacy dot-matrix scoreboard created significant obstacles for modern event hosting:

- **Dated Technology:**
The monochrome text lacked the resolution and brightness needed to attract digital-savvy sponsors.
- **Limited Functionality:**
Manual operation prevented the club from alternating between live scoring and promotional content.
- **Low Engagement:**
Spectators had no visual connection to the events between races, missing opportunities for community excitement.

The Solution: A Versatile, Cloud-Based Video Display

NEXT LED Signs implemented a high-contrast display solution designed for the demanding indoor pool environment:

- **Full-Color STAX Technology:**
The 9mm LED board allows for seamless switching between real-time scoring, video highlights, and sponsor graphics.
- **Simplified Management:**
A cloud-based interface enables staff to manage the \$5' \times 24'\$ board remotely, ensuring bold visibility from every seat in the stands.
- **Professional Event Atmosphere:**
The upgrade turns local meets into professional-level experiences with vibrant, energizing visuals.

"We recently had NEXT LED remove our old scoreboard and install a brand new one, and we couldn't be more pleased with the entire process. Their team was professional, efficient, and easy to work with from start to finish. The installation was completed on time, the workmanship was excellent, and the new scoreboard looks fantastic. I highly recommend NEXT LED to anyone looking for quality products and outstanding customer service."

— Brian Wingert Director of Business operations WSC



The Results: Greater Sponsorship Value and Operational Efficiency

What are the benefits of an LED scoreboard for swim clubs?

An LED upgrade provides a professional arena feel that increases spectator attendance while creating a high-visibility platform for local sponsors. These digital ad spots help offset operating costs and strengthen community ties.

How does digital signage improve swim meet management?

Easy-to-use software allows clubs to schedule content in advance and manage displays remotely, saving significant setup time and ensuring error-free presentation of results.

Why choose NEXT LED for aquatic facilities?

NEXT LED displays feature energy-efficient, solid-state engineering designed to deliver dependable performance in humid indoor conditions, ensuring a lower total cost of ownership over time.



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