University of Central Arkansas

SUCCESS STORY

CONWAY, ARKANSAS



Ready for opening day

UCA needed new digital scoreboards for its baseball and softball stadiums on a tight timeline. NEXT LED delivered outdoor displays that brought game information, player content and sponsor visibility together, giving the university a new way to connect with athletes and fans.

THE CHALLENGE

Bring more to the ballpark

Limited game-day content. The previous boards offered basic statistics with little room for player features or vivid sponsor messages.

A demanding deadline. The university needed its baseball and softball displays ready for opening day.

Outdoor reliability. The installation needed to perform through Arkansas heat, rain and changing conditions.

THE SOLUTION

Full-color displays, ready to play

STAX outdoor technology. Full-color LED boards provide space for graphics, game information and video highlights.

Flexible content control. Digital management gives staff the ability to refresh scores, player information and sponsor messages.

Weather-ready construction. Outdoor engineering supports operation in rain, heat and direct sunlight.

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THE RESULTS

A stronger opening-day experience



For UCA, delivery timing and the experience in the stands mattered together. The project added capabilities the university had been missing at its baseball and softball games.

Opening-day readiness

Darrell Walsh says NEXT met a very tight timeline and ensured the stadiums were ready for opening day.

Better athlete and fan experiences

Walsh credits the new boards with adding to both the student-athlete experience and the fan experience at baseball and softball games.

More engaging game presentation

Full-color graphics, player statistics and video content give fans more to follow during games and breaks in play.

More valuable sponsor visibility

Rotating digital advertisements create new opportunities for local businesses and corporate partners to appear during athletic events.

Timely game information

Staff can keep game statistics, player details and sponsor messages current throughout an event.

Reliable outdoor performance

The project account describes consistent operation through rain and heat, with minimal maintenance.

“The digital scoreboards added to the student athlete experience and fan experience”

Darrell Walsh, University of Central Arkansas

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