NEXT

SUCCESS STORY

Wichita Swim Club

WICHITA, KANSAS



Give every race a bigger stage

Wichita Swim Club replaced its aging monochrome scoreboard with a full-color NEXT LED video board. The upgrade gives the Kansas facility room for race information, video highlights and sponsor graphics, bringing a more versatile presentation to its indoor pool.

THE CHALLENGE

Move beyond a monochrome board

Dated display technology. The old dot-matrix board was limited to monochrome text and basic presentation.

Restricted content options. The club needed a more flexible way to alternate between scoring and promotional content.

Quiet gaps between races. There was little visual content to keep spectators connected between events.

THE SOLUTION

A full-color board for the pool

STAX LED technology. A 5-foot-by-24-foot full-color board provides room for scoring, highlights and sponsor graphics.

Remote content management. A digital interface lets staff manage the display without the limitations of the old board.

An aquatic setting. The indoor installation was selected for the club's pool environment and spectator viewing needs.

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THE RESULTS

A smooth installation. A stronger presentation.



Brian Wingert, the club's Director of Business Operations, describes the installation as professional, efficient and completed on time. The new board also opens up more ways to present each meet.

Completed on time

Wingert confirms that NEXT removed the old scoreboard and completed the new installation on schedule.

Quality workmanship

The club praised the workmanship and the finished appearance of its new scoreboard.

An easy working relationship

Wingert describes the NEXT team as professional, efficient and easy to work with from start to finish.

More content flexibility

The full-color board provides space for race results, video highlights and sponsor graphics on one display.

A new platform for sponsors

Digital sponsor graphics give the club a more versatile presentation option than monochrome text alone.

A strong customer recommendation

Wingert recommends NEXT for product quality and customer service following the completed installation.

"The installation was completed on time, the workmanship was excellent, and the new scoreboard looks fantastic."

Brian Wingert, Wichita Swim Club

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