COLLEGE ATHLETICS | PITTSBURG, KANSAS

Two venues.
One clearer view of the meet.





Indoor results. Outdoor impact.

At Pitt State's indoor track, the scoreboard gives spectators a central place to see results and replays. Outdoors, the video display brings meet information and sponsor messages into the track-and-field setting. NEXT LED supplied the display technology, with Impact Signs contributing its project and service relationship with the university.

Helping fans follow more of the meet

Track and field can put several events in motion at once. At Pittsburg State University, indoor and outdoor video displays gave spectators a central place to follow results and see more of the competition.

The indoor scoreboard and outdoor track-and-field display served different settings, with a shared purpose: make the meet easier to follow and bring the screen into the event experience. NEXT LED supplied the display technology, with Impact Signs contributing its project and service relationship with the university.

> "A project like this takes more than a great display. It takes understanding how the university plans to use it and working closely with partners like Impact Signs to bring it together. We're proud to help give Pitt State's athletes, fans, and sponsors a bigger place in the meet-day experience."

Luke Luttrell | NEXT LED

Pittsburg State University

PROJECT ONE | INDOOR SCOREBOARD

THE SPECTATOR EXPERIENCE

Making results part of the experience



A focal point inside the facility

At the indoor track, the scoreboard gave spectators a way to see results and replays without having to follow every event from a single seat. **Kyle Rutledge** described readable information and timely results as important parts of the experience for athletes, families, and fans.

Showing the story behind the standings

Anthony Crespino recalled an indoor conference-championship moment with athletes carrying a Pitt State flag and the video board showing the standings behind them. The display became part of how the achievement was experienced and photographed.

Connecting the timing operation

Rutledge credited Kellen and Midwest Timing with integrating and formatting meet information for the displays. He described the value of a setup that let the timing company connect its equipment and present results from the different track and field events.

Keeping the event understandable

A video display mattered because several competitions could unfold at once. Results, pictures, and replays offered a common reference point, helping spectators follow the meet beyond the event directly in front of them.

> "Track and field is all about results, and you want to see it immediately. You want to be able to read it."
>
> **Kyle Rutledge**
> Director of Cross Country and Track & Field | Pittsburg State University

FROM DONOR INTEREST TO MEET-DAY USE

Adding a new dimension outdoors



A donor brought the board into focus

Crespino said the outdoor video board moved forward after a donor expressed interest during the wider track-facility project. What had been a lower-priority addition became an active project, requiring coordination among the university, Impact Signs, and NEXT LED.

Delivering on a tight schedule

Impact Signs' **David Goodson** described tight lead times and confidence in NEXT's team. **Crespino** emphasized the speed of assembly and the importance of having the display ready for a meet.

> "We reached out to NEXT and the team at NEXT went right to work."
>
> **David Goodson**
> President & CEO | Impact Signs

Keeping sponsors alongside the action

Crespino described using areas of the outdoor screen for partner logos while keeping the main event central. That flexibility extended the advertising inventory available to existing community partners without requiring the event content to disappear.

Making the finish more memorable

Crespino recalled high-school athletes looking toward the outdoor board after crossing the finish line, with parents watching and taking photographs. For him, that response showed the screen becoming part of the meet itself.

He also recalled displaying a donor's name on the screen while permanent donor signage was being completed. Staff could change the message quickly to recognize the contribution.

INFORMATION | SPONSORSHIP | PARTNERSHIP

More than a place to post a score

Turning a late addition into a working display

The outdoor board grew out of donor interest during the larger track-facility project. That meant the university and its partners had to bring a new display into an existing plan. **Goodson** described a compressed schedule, with lead times making coordination between Impact Signs and NEXT particularly important.

Building on an established relationship

Impact already knew the university through work on signage beyond digital displays. **Goodson** said that relationship mattered when Pitt State brought the track-and-field need to his team. Impact turned to NEXT to help put the display project together and deliver a screen with integrated scoring and timing.



Making more room for existing sponsors

Crespino described the boards as additional inventory for partners already supporting university athletics. Different placements and screen areas gave those partners more ways to appear alongside competition. He distinguished that opportunity from bringing in new advertisers: the initial interest came from existing relationships.

Keeping help close to the project

For **Crespino**, the partnership continued beyond putting the board in place. He valued nearby people who could help when questions or problems arose. His comments about Impact also reflected its wider university work, from banners and trophy cases to athletic-facility signage.

Looking toward connected venues

Crespino also discussed a longer-term goal of sharing information between indoor and outdoor spaces during larger meets. That remained a future opportunity in his account. The immediate value was already practical: readable meet information, flexible partner messages, and people available to help the university use the displays.

> "We knew we were under the gun because of the lead times involved. But at the same time, we had confidence NEXT would come through, our install team would come through, and we'd deliver a project—and we did."

David Goodson
President & CEO | Impact Signs

INDOOR DISPLAY | OUTDOOR DISPLAY | PROJECT TEAM

Project specifications overview

INDOOR DISPLAY

Model	ONYX
Physical size (H × W)	15'9" × 28'4"
Pixel pitch (mm)	10 mm
Pixel matrix (H × W)	480 × 864 px



Results and replays give indoor spectators a central reference point during track-and-field competition.

OUTDOOR DISPLAY

Model	STAX
Physical size (H × W)	20' × 50'
Pixel pitch (mm)	9 mm
Pixel matrix (H × W)	640 × 1600 px



Meet information, partner logos, and donor recognition share the outdoor display canvas.

INTEGRATION & PROJECT DELIVERY

Timing integration

Kellen and Midwest Timing connected and formatted meet information for the displays.

Project team

NEXT LED supplied the display technology. Impact Signs contributed project coordination and installation support.

Location Pittsburg State University · Pittsburg, Kansas