

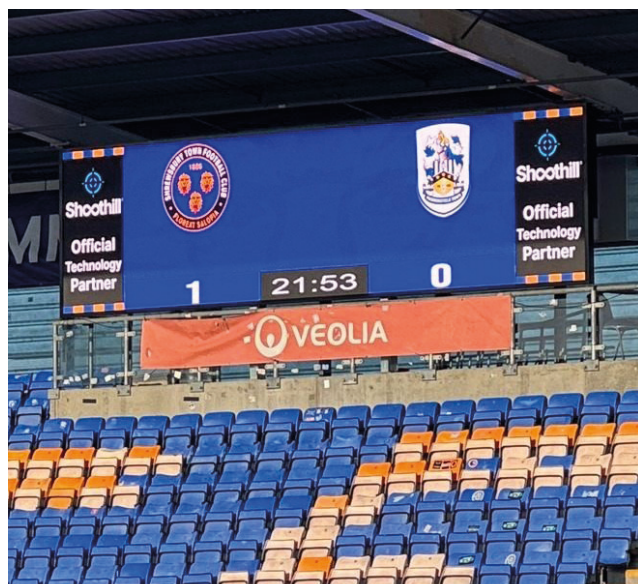
# DIGITAL SIGNAGE CASE STUDY – SHREWSBURY TOWN F.C

Case Study - 04.07.2025



## Background

Shrewsbury Town Football Club, a League Two club known for its passionate local support, were in urgent need of a new scoreboard at their stadium. Their existing solution was over a decade old and constructed using outdated DIP LED technology which was starting to show its age. It had not been updated since the 'Croud Meadow' stadium opened in 2007. Several sections of the scoreboard were beginning to fail, and it relied on legacy flash-based software, limiting its ability to display dynamic or engaging content. Looking to improve the matchday experience for fans and open up new commercial opportunities via advertising, Shrewsbury Town FC were looking to upgrade the scoreboard.



## Project Overview

**Products:** Outdoor Direct View DV-LED Video Walls

**Size:** 7.68m (W) x 1.92m (H)

**Resolution:** 1152px x 288px

**Pixel Pitch:** P6

**Brightness:** 8,000cd/m<sup>2</sup>

1 x Android Cloud Network Media Players

1 x My Signage Portal CMS Software Licences

**Location:** Shrewsbury Town Football Club, Shropshire

The football club had been let down by another AV supplier when they turned to our partner who happened to be their long-standing technology providers for the club. Our partner immediately stepped up and took charge of delivering the solution. Despite being experts in the digital technology sector they had not found a digital signage supplier they could rely on, that's when they approached us about ensuring the club received a modern, reliable, and future-proof scoreboard.

## Challenges

Shrewsbury Town FC's old scoreboard was no longer fit for purpose. Not only was the visual quality poor due to the outdated and limited DIP LED technology but the display itself was degrading due to failing LED modules, but the control system behind it was outdated, unreliable, and increasingly difficult to support. The club wanted a digital scoreboard that offered vibrant visuals, ease of use, and long-term reliability, while also fitting into the existing physical framework in the stadium.

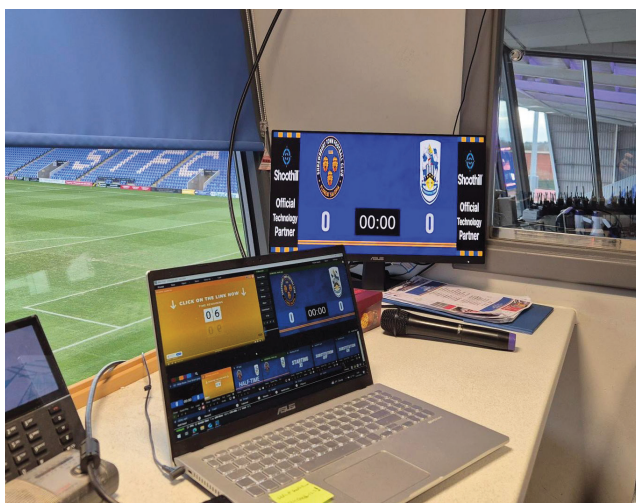
It was critical that the new solution integrated neatly with the existing mounting structure to avoid excessive costs or structural changes. There were also concerns from the club if the current electricity cabling would be able to handle a newer display.

In terms of content, the football club were looking for a solution that would be easy to use and not have any interruptions or lag. With real time updates crucial during matches they needed a failsafe solution. Furthermore, Shrewsbury Town FC needed the solution to be installed quickly and efficiently, to ensure it was ready for upcoming fixtures.

## Solutions

Following a thorough assessment of the existing scoreboard and structure, we provided an Outdoor DV-LED Video Wall scoreboard using x16 modular P6 cabinets, arranged in an 8x2 configuration. This resulted in a screen size of 7.68m wide by 1.92m tall—closely matching the original footprint of the previous display, but significantly enhancing brightness, performance and resolution.

Before installing the new screen, the existing frame was cleaned, refurbished, and reinforced to ensure it was safe and strong enough to support the new equipment. A new electrical cabinet was installed nearby to house the LED controller, which featured a built-in DV-LED scaler. This allowed the club to connect a laptop directly to the system when needed, giving them complete control over content deployment. Fibre optic cabling was run from the scoreboard back to the control room, enabling a robust and high-speed connection between the controller and the display. This ensured the system could handle the displays content without lag or interruption.



## Results

As we hold stock in the UK, we were able to deliver the DV-LED quickly and they were installed by our partners own installers without causing any delays. The new scoreboard has been met with great feedback from both club staff and supporters.

The club can now easily display dynamic match content, sponsor messages, and live score updates—delivered in crisp detail and vibrant colour. With our partners continued IT support and the future-proof nature of the DV-LED system, the scoreboard is now a central feature of the matchday experience.

This project highlights how the right combination of DV-LED technology and trusted partnerships can completely transform a stadium's fan engagement potential.

