



CASE STUDY

HBF Park Stadium

Exterior Digital Displays

Standout Stadium Digital Signage

HBF Park Stadium

ENTERTAIN & COMMUNICATE-IN STYLE, BY SCALE

Scoreboards, videoboards, ribbon LED advertising and digital entertainment are the key to a successful stadium event. This Case Study explores the Yap!digital digital signage stadium upgrade of Perth's HBF Park in preparation for the World Class Women's Football Event scheduled in July/August 2023.

HBF PARK STADIUM

HBF Park is a state-of-the-art rectangular stadium that features world class sporting and musical events. HBF Park is unique because it is the only rectangular stadium in Perth, making it an obvious choice for concerts and sports events. In 2023, this will include hosting World Class Women's Football teams as well as the Harry Styles Concert, Perth Glory soccer, Western Force rugby, and other landmark events.

Yap!out
outdoor digital signage

With national and international sporting events in full swing post COVID-19, the need for quality stadium signage has never been greater. With the option for fans to stay at home and watch from any device, the need to provide the ultimate fan experience has never been greater. Engaging signage at events is a massive contributor towards the 'fan-first' atmosphere that drives ticket sales & encourages viewers to leave their homes.

STADIUM DIGITAL SIGNAGE

Yap!digital's recent work for the World Class Women's Football Event 2023 - HBF Park Readiness Project – included two large LED Videoboards and three new pitch advertising LED Ribbons.

We partnered with the leading global stadium digital screen provider, Daktronics, to provide a low risk solution for our clients.



PROJECT SNAPSHOT

Project: World Class Women's Football Event
HBF Park Readiness Project - LED Video Boards and Advertisement Ribbons

Locations: HBF Park, East Perth, WA, 6000

Environment: External

Client: Department of Finance / ADCO / VenuestWest

Date: December 2021 - January 2023

Features: 2 x LED Videoboards plus 3 x digital LED Pitch Ribbons plus associated design, manufacturing, installation, testing, commissioning, software training and AV works.

STADIUM SIGNAGE

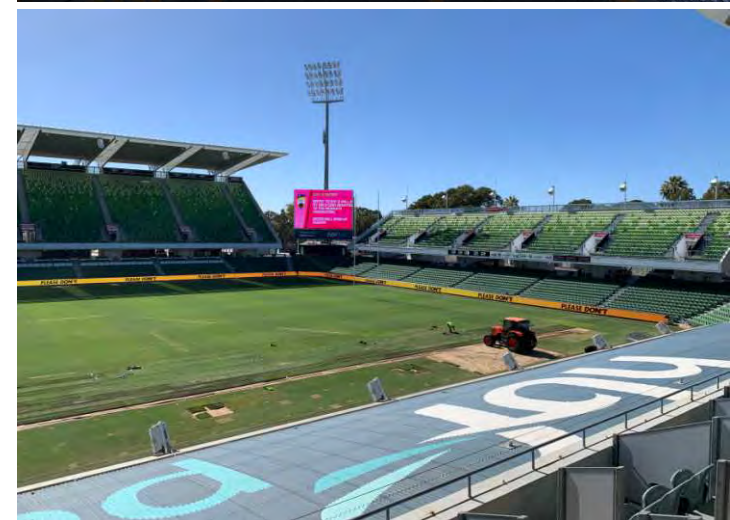
Yap!digital, Signs & Lines' digital signage division, were commissioned by the Department of Finance to manufacture, supply, and install two outdoor digital Videoboards and ribbon screens. After the handover to VenuesWest in early 2023, it's fair to say that Perth's stadium capabilities have now expanded significantly.

The scope of work included working during 2021-2022 in advance of the World Class Women's Football Event to prepare for the global event hosted in Australia and New Zealand. With matches across 8 groups, this international event was showcased on the world stage, with great opportunities for global advertising through world class digital signage. The project was planned to ensure minimum interference with HBF Park events before the football, with the priority to install digital signage fit for a major international event well in advance of the soccer events.

Yap!out
outdoor digital signage

CATCH THE ACTION FROM EVERY SEAT

The two LED Videoboards installed at HBF Park are a massive 14 meters by 9 meters, offering two digital display viewing areas in excess of 130m² each. These Videoboards, located at both the North-West and South-East corners, offer high visibility of the pitch for HBF Park's 20,500+ seat holders, via Daktronics' premium screens. Over the last three years, the average size of an outdoor signage display in a professional sports stadium has nearly doubled! Perth's HBF Park certainly is keeping up with the trends.



THE YAP!DIGITAL SCOPE OF WORKS

After removing the existing screens, our team used videoboard structures to retrofit new, premium Daktronics screens. The existing pitch ribbons were removed and new, top end Daktronics screens installed on the North, South and East perimetres covering, over 270 metres! This required extensive modification, structural reinforcement and framing to create compliant, engineered, structures. The Yap!digital and Daktronics combined scope of work included shop drawing design, documentation, engineering, procurement, fabrication, supply of services, delivery to site, storage on site, cabling, terminations, electrical connections, installation, configuration, content support, programming, as well as testing and commissioning.

Included in the project is an extended, 10 year warranty on all Daktronics screens and modules. Full training on game software, integration into existing systems, and maintenance of the screens was also included.

A crucial element of digital signs installed in outdoor venues is functionality, regardless of what the weather decides to do! With the LED Videoboards and Ribbons installed at HBF Park, VenuesWest benefit from a 10 year Daktronics warranty which provides peace of mind and low risk procurement for the long term.

THINK OUTSIDE THE BOX - RIBBON SCREENS

Ribbon displays are a great way to attract advertising revenue as they offer pitch based, dynamic messages – ideal for live spectators and TV viewers alike. No matter where the focus of the match or event, the audience and camera is always capturing ribbon screen content. Brand exposure at its best!

PROJECT CHALLENGES

During 2022, COVID-19 proved challenging for this project. International supply chain issues impacted on product availability, causing our team to rework the timelines on several occasions.

This project had numerous stakeholders such as the Department of Finance who commissioned the project, and then it novated to ADCO half-way through. Additional stakeholders included Cox Architects, Stantec and VenuesWest. We worked with this extended team, communicating throughout with regular updates.

The technical brief required a full comprehension of the control system programming: AV cabling, software and firmware, security, testing, commissioning and warranty. Our team needed a full, in-depth knowledge of the equipment, functionality and installation works for the upgrade to be successful.

Managing site works around other contractors is always a juggle. This, combined with scheduled concerts midway through 2022 required careful 'bump in/bump out' logistics to ensure our plant and installations did not impact venue users. Multiple changes to the scheduling and GANTT were required to manage these road-bumps, but with commissioning of the videoboards in late 2022 and the ribbons in early 2023, our team completed the works to schedule. Our project management team applied excellent proactive mitigation skills to prevent any major issues arising during this multi-million-dollar project.





DIGITAL DISPLAYS IN STADIUMS

Digital displays are now a 'non-negotiable' for an entertainment venue. From playbacks to player statistics and countdowns, stadium screens are a huge element in establishing the atmosphere. Jumbo screens are essential to provide all attendees with a close-up shot of the action and enjoy the whole experience. Videoboards ensure that even the nosebleed section has a full view of the game.

Stadium signage isn't just for the audience. It can be a successful, cost-effective revenue raiser – in fact, it is one of the main sources of revenue from global advertisers. From sponsors to event tickets to

merchandise, stadium signage can give increased exposure to ticket holders and television watchers.

Digital signage is also a more sustainable solution than its predecessor, it can change at the click of a button rather than requiring a complete renovation for every different event. Digital signage is also more cost-effective through its longevity. When using a trustworthy company that commits to excellence, like Yap!digital, customers and clients can be confident in the lifespan of the installation.

The configuration of the screens is a crucial element in making sure the displayed digital images are in the correct unison across the screen. With 30 years plus

experience, this was no challenge for our Yap!digital and Signs & Lines team – showcasing our ongoing commitment to excellence.

MORE ABOUT HBF PARK

Having just successfully hosted the Harry Styles concert that accommodated over 30,000 people, HBF Park and its new screens continue to be one of Perth's premier stadiums for soccer and other mainstream events.



We're ready to start talking!
Speak up now about your next project or idea.

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