

DSC Arminia Bielefeld, Germany

DSC Arminia Bielefeld and Barco: a winning combination

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Mr. Möhlmann, project leader, Arminia Bielefeld



Long gone are the days when a soccer stadium was purely functional. Today, it's only fitting that a prestigious soccer club should have a stadium with unique, striking architecture - a real soccer temple. The German DSC Arminia Bielefeld is currently converting its home ground, the Schüco-Arena, into such a state-of-the-art facility, to hold over 28,000 spectators.

One of the focal points of the refurbished Schüco-Arena is a cutting-edge electronic scoreboard on the facility's north and south sides. When the new scoreboard the club initially ordered did not meet its requirements, Arminia-Bielefeld turned to Barco.

Barco's challenging remit was to install a new scoreboard solution in an extremely short timeframe. And they succeeded: only ten days after the project kick-off, spectators at the stadium were able to follow the game against Hansa Rostock on the new Barco S10 XP FX displays (6 x 8 m).

The new Barco solution, matching sports software included, perfectly satisfies the complex requirements every exterior display has to meet: it's rugged, water- and dustproof and comes with sun brightness calibration, as standard, so that fans all around the ground can watch the screen glare free, even in bright sunlight.

Barco ensured a win-win situation for everybody: Arminia Bielefeld got two high-quality, attention-grabbing scoreboards and the fans are ecstatic. A nice anecdotal footnote: Arminia Bielefeld won its first match with the new display 4-2.

BARCO

Visibly yours

Arminia Bielefeld turns heads with its high-quality Barco displays

In today's digital age, scoreboards have become an integral part of a stadium's infrastructure. They're the first thing the spectators see when they enter their soccer temple. They keep the fans glued to the game. And they hold plenty of advertising and entertainment potential. Just recently, the German Schüco-Arena, the home ground of DSC Arminia-Bielefeld, switched on two state-of-the-art electronic scoreboards, erected by Barco in record time - just ten days!-

Mr. Möhlmann, project manager: "We are completely refurbishing our stadium at present. The new facility will house 28,008 spectators - instead of the current 26,601 -, 6,722 of which will be seated in the new main stand. Brand-new executive boxes and a top-class restaurant will be established in the top tier. We'd really want our new facility to be impressive. Which is why we decided to furnish it with the best equipment available." The electrical scoreboards Arminia Bielefeld had purchased from a local company, however, did not meet the club's 'best equipment' requirements. "They fell out quite frequently during the games, which is totally unacceptable," Mr. Möhlmann recounted.

Teaming up with a market leader

In spite of its initial investment in the displays, Arminia Bielefeld's management decided to look for a new project partner and replace the existing screens as soon as possible. Mr. Möhlmann: "A trusted source had recommended Barco screens on account of their exceptional quality. Barco's list of project references, in the most widely separated industrial sectors, is indeed impressive." The club management went to view a handful of completed Barco projects, some of which in soccer stadiums. A visit to the Barco site in Belgium fully confirmed everything they had heard and read. Arminia Bielefeld decided to team up with Barco.

Operational in just ten days

There was, however, a tall hurdle to overcome: Arminia Bielefeld wanted a new visualization solution within the shortest timeframe possible. Barco gladly served the club hand and foot: they promptly sent a team to analyze the existing situation, help define what visualization solution Arminia Bielefeld needed and to translate those requirements into

design specifications. From there, it took Barco barely ten days to replace the two existing scoreboards with Barco LED displays and have them operational for the next scheduled match. "Barco looked at every tiny aspect, including for example the design of the proper structural capacity to hold the screens - something which was not correct with our previous displays," said Mr. Möhlmann. "So the short time span was definitely an impressive achievement."

Rugged displays and advanced software

At the north and south sides of the stadium, two large Barco displays, each measuring 6 by 8 meters, have been erected. In addition to the large format LED displays, the SP10 PX solution Barco installed includes cutting-edge visualization software and sports software, which allows the owners of the ground to schedule commercials, animations and team logos. The solution has been seamlessly integrated into Arminia's own sports software.

"The Barco displays are rugged screens, made from very solid and specially strengthened material to protect against the impact of a football or other projectiles hurled by supporters", Udo Jansohn, <job title> at Barco Germany explained. "The screens are equally water-, wind- and dustproof, as our displays have to remain operational in all weather conditions. Another major advantage, in which Barco is unique, is that the displays offer automatic sun brightness calibration. This ensures that the quality of image which appears on the giant screen is not impacted by the position of the sun, shadows on the display or loss of brightness due to direct sunlight."

So much more than just a scoreboard

"The large format, high visual quality screen ensures high-definition presentations," Mr. Möhlmann continued. "As the displays work with at a high frequency, the image is very stable. And the colors are very true to life." Thanks to this outstanding image quality, Arminia Bielefeld can use its scoreboards for much more than displaying traditional scores and in-match statistics. The fans can watch huge videos of both the game in real-time and all slow motion replays, in perfect quality. On top of that, the display quality is so high that more sponsors and other advertisers will want to make use of the advertising potential, which may, in turn, generate new revenue for Arminia Bielefeld.

"Barco was very new to us and we were startled by their great customer service, their technical support and, of course, their high-quality solutions. Should any other visualization projects become practicable in the future, we would definitely turn to Barco again," Mr. Möhlmann concluded.