



## AVMC

### SOUTH AUSTRALIA

AVMC, with Pro AV Solutions, embarked on a venue upgrade in the main arena with a large-scale LED feature to add value in three key areas;

Pro AV Solutions partnered with Aurora Signage in the successful deployment of the LED solutions. The project's vision was to create a best-in-class visual content infrastructure for netball and basketball fixtures whilst retaining the core functionality of the venue in relation to concerts and performance events.

The upgrade featured A multi-sided LED display CUBE with mobility and multiple height adjustments in the main arena to cater for the venue's multi-purpose use. The CUBE incorporates LIVE video, Video Replay, and Advertising components whilst the perimeter Court LED would provide Brand Advertising and Sponsorships Logos. Each Side of the CUBE is 5m wide and 4m high & the total 112m2 CUBE weighs 8 tons.

***“Pro AV’s diverse end to end integration experience alongside their ability to readily collaborate with vendors enabled us to deliver the LED Cube project which exceeded our expectations. It’s a peace of mind to have reliable support from a local SA vendor that always go above and beyond.”***

ADELAIDE VENUE MANAGEMENT (AVM)

The challenge was to safely place the CUBE at a height of 15 metres and provide service walkways for maintenance. Several challenges were identified in the project that required careful consideration. Pro AV has had to demonstrate a flexible and adaptive approach to the mechanical design throughout every phase of the programme.

Pro AV committed to working alongside the appointed LaunchPAD creative content services company to provide bespoke content for the CUBE and to ensure it was designed appropriately, works efficiently, and displays correctly in line with the NBL game day commercial requirements. Indeed, this added another level of commissioning and User Acceptance Testing to be carried out by the Pro AV Solutions team.

The venue upgrade has empowered the venue with the latest in Direct View LED technology with regards to resolutions, colour gamut, and brightness coupled with state-of-the-art content management and component control.

The connected nature of each system ensures seamless management of fault monitoring, one-button pre-set recalls for automating the desired venue functionality, and simplification of complex screen layouts.

The mobile plug n' play nature of the Cube and the Perimeter displays means the venue can retain its multi-use ability which provides flexibility in selling Arena facilities for a wider range of sports, concerts, corporate events, and live performances.

