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## Toronto arena to run ads on 300-screen network

by SCREENS.tv staff

**Toronto's Air Canada Centre sports stadium will next week switch on a digital-signage network as part of a major revamp.**



It is expected to be followed by digital-signage deployments in other properties of Maple Leaf Sports and Entertainment, the city's main owner of sports teams. They could include Maple Leaf Square, a leisure complex next to the Air Canada Centre which is due to be opened next year.

The multi-million-dollar Air Canada Centre network includes more than 320 LCD displays, showing live video from the arena, promotions, and customer information as well as paid advertising. It features a video-wall-type assembly of about 40 screens (pictured) as well as standalone displays.

Powered by Omnivex's Moxie software, it was developed with the aid of Canadian digital-signage consultancy firm Digital Display & Communications (DDC).

Recent improvements to the Air Canada Centre also include expansion of its western atrium and a new broadcast studio.

Meanwhile, in another rollout underlining the spread of digital out-of-home media in sports venues, Wireless Ronin is to provide 89 digital menu boards to the Xcel Energy Center in Saint Paul, Minnesota. The arena is the home of the Minnesota Wild team of the National Hockey League.

"We not only intend to add to the exciting technology-driven environment for our fans, we also see back-end management benefits by allowing customised content for each sporting and entertainment event at the arena," said Jack Larson, VP and general manager of the facility.

The menu boards go live on 6 October, with the centre's catering supplier Levy Restaurants managing content.