



## **U.S. Cellular Field to Unveil High-Definition LED Spectacular in Center Field**

*The Diamond Vision Systems Division of Mitsubishi Electric Power Products, Inc. to unveil unique centerfield HD LED video screen at Chicago White Sox home opener*

**Warrendale, PA. – April 8, 2016** – U.S. Cellular Field, home of the Chicago White Sox, will unveil a centerfield high-definition LED spectacular on opening day at the ballpark. Unique among MLB stadiums, the main centerfield video display is 60 feet high by 134 feet wide and features a triangular top that is reminiscent of the scoreboard shape at the old Comiskey Park.

The centerfield video display possesses a resolution of 4,096 pixels wide and 1,840 pixels high at its tallest point, making it just shy of 4K UHD. The display uses advanced 10mm black package SMD technology provided by Diamond Vision's Designed for Performance® XL-Series of LED displays, delivering superior viewing angles, processing, image clarity, contrast and brightness. Atop the centerfield video display, U.S. Cellular Field's seven iconic pinwheels have been updated to feature full LED capabilities using Diamond Vision's 16mm black package SMD technology, which allows the pinwheels to display any creative look or animation the White Sox's creative department can envision.

"The video boards will bring a completely new energy to the fan experience at the ballpark," said Brooks Boyer, senior vice president of sales and marketing for the White Sox. "Each board allows us to bring fans up close to the action on the field through clear video as well as engage with the fans in the seats through social media and contests like never before. We're just beginning to explore the avenues that the new technology and boards have created, giving us the flexibility to grow and enhance the changing game experience as we move forward."

In addition to the centerfield display, the left and right field displays will consist of 29.5-foot high by 79-foot wide high-definition boards featuring the XL-Series 10mm SMD display technology. In total, the three display systems will encompass more than 12,600 square feet of digital display area. The video display system includes integration of a new scoring and control system for displaying synchronized high-definition video, animations, scoring and social media content across the various displays.

### **About Diamond Vision® Displays**

Mitsubishi Electric Corporation pioneered the development of large-scale video screens starting with the first Diamond Vision display at the 1980 MLB All Star Game. Headquartered in Warrendale, Pa., Diamond Vision Systems is a division of Mitsubishi Electric Power Products, Inc. For more information about Diamond Vision, visit [www.Diamond-Vision.com](http://www.Diamond-Vision.com) or call 724-772-2555.

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