

Case Study

Chelsea Football Club

Highlights

Delta, a pioneer in display and monitoring solutions, has installed a state-of-the-art LED wall for pitch-side perimeter advertising at Stamford Bridge, home of world-class football team Chelsea Football Club, via its partner and LED systems integration specialist, Visual Technology Ltd (VTL). Delta has leveraged its high-definition 10mm pitch LED display technology with industry-leading brightness of up to 6,000 nits and its innovative software capabilities to realize a highly customizable solution that enables a fantastic broadcast image quality capable of empowering the brand awareness of Chelsea F.C. and its sponsorship partners.

Technologies Used

- » 10mm Perimeter LED Display
- » End User: Stamford Bridge, Chelsea Football Club
- » Customer: Visual Technology Ltd. (VTL)





CHELSEA

Delta's Pitch-side LED Wall Display Solution at Stamford Bridge Empowers Chelsea Football Club's Brand Awareness

This pitch-side LED display solution operates with Delta's next-generation controller system which provides excellent flexibility for signal transmission between the source and the display while enabling outstanding picture quality, with contrast of up to 4000:1 and a high refresh rate, essential for reaching high standards in TV broadcasting. Its external modular design allows Chelsea F.C. optimal use of the stadium's seats during Premier League games, as well as complying with UEFA's new regulations for sports perimeter boards during UEFA games.

Jackie Chang, President and General Manager of Delta in Europe, the Middle East and Africa (Delta EMEA) commented, "This project is a living proof of Delta's reach as a solutions provider since the installation is highly customized at both the hardware and software level. Being able to realize such a demanding project at one of the most memorable football stadiums in Europe together with VTL, is a major milestone for Delta EMEA in its drive to offer solutions with palpable added value for our clients."



OFFICIAL



Stuart Liddle, Managing Director at Visual Technology Ltd further commented, "Delta has created a highly customized LED display solution that fitted with the exact needs of our client, Chelsea F.C. Their ability and flexibility to create this product and the support provided throughout the project proves Delta as our supplier of choice for LED display solutions".

Chris Gleeson, Group Facility Manager at Chelsea F.C., said, "We are delighted to work with VTL and Delta. Their flexibility and commitment in delivering a pitch-side LED display solution capable of fulfilling our specific needs and the regulatory requirements has been key to the success of this project. Our sponsors, the 40,000+

fans supporting us directly at Stamford Bridge and our worldwide fan base, widely considered to exceed 100 million, will be delighted at the extraordinary image quality delivered from our LED perimeter advertising".

The installation of Delta's pitch-side LED display solution at Stamford Bridge was successfully completed in recent weeks. After excellent performance during several Premier League games, it was also utilized during the UEFA Champions League game between Chelsea F.C. and Paris Saint-Germain F.C. on March 11th and performed to the satisfaction of UEFA and Chelsea FC.



About Delta

Delta Displays, a division of Delta, is a pioneer in developing professional display for control room solutions for surveillance, security, traffic, command & control, utilities, process control, telecom and broadcast applications. Delta offers a wide array of display technologies including: rear projection DLP® video walls with Gen-Next LED technology, Ultra thin-bezel LCD video walls, and high-resolution indoor/outdoor LED displays with a powerful & highly flexible Wall management Software suite.

Website : www.deltadisplays.com

E-mail : vw.sales@deltadisplays.com

