



***News Release***

**DIAMOND VISION SYSTEMS**

**MEDIA ADVISORY: NO JUMBOTRON AT SUPER BOWL XLV**

**Guinness World Record Diamond Vision Displays Make Super Bowl Debut**

**WARRENDALE, Penn. – Feb. 3, 2011** – Members of the sports and news media are amiably reminded that there is no Jumbotron™ at Cowboys Stadium. The record-setting display is a **Diamond Vision™** display produced by Mitsubishi Electric Power Products of Warrendale, Penn., near Pittsburgh.

The four-sided, center-hung structure, a first for an NFL stadium, consists of four video boards, with the two main sideline displays measuring 72 feet high by 160 feet wide, and two end-zone displays measuring 29 feet high by 51 feet wide. Weighing 600 tons, the screens are suspended 90 feet over the center of the playing surface and stretch from nearly one 20-yard line to the other. (More details below.)

In 2009, it was recognized by Guinness World Records as the World's Largest High-Definition Video Display.

Completing the array of Diamond Vision displays are four, 280 square-foot screens on the lower concourse and an upper level fascia (ribbon) display measuring four feet high by nearly 2,000 linear feet.

The Cowboys Stadium's Diamond Vision LEDerAd™ ribbon boards are powered by ANC Sports Enterprises VisionSOFT operating system.

Learn more at <http://www.diamond-vision.com>.

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Diamond Vision and LEDerAd are trademarks of Mitsubishi Electric Corporation. Jumbotron is a trademark of Sony Corp.

### **About the Diamond Vision Displays at Cowboys Stadium**

#### **Center-Hung Sideline Displays (2)**

Width:	160 feet
Height:	72 feet
Total LEDs:	10,584,064
Screen Area:	11,393 square feet
Screen Weight:	Approx. 1,200,000 pounds
Power Consumption:	635 Kilowatts
Video Source:	1080p HDTV
Resolution:	2,176 x 4,864

#### **Center-Hung End Zone Displays (2)**

Width:	51 feet
Height:	29 feet
Total LEDs:	2,088,960
Screen Area:	1,439 square feet
Screen Weight:	Approx. 25,000 lbs
Power Consumption:	80 Kilowatts
Video Source:	1080p HDTV
Resolution:	1,080 x 1,920

#### **Lower Concourse Displays (4)**

8 feet high by 35 feet wide	
Screen Area:	280 square feet each

#### **Fascia Displays (Ribbon Boards)**

##### ***Upper Level Display***

4 feet high by 1,986 linear feet	
Screen Area:	7,944 square feet
Contains nearly 4 million LEDs	



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### **DIAMOND VISION SYSTEMS**

#### ***Ring of Honor Displays (2)***

3.5 feet high by 836 linear feet

Screen Area: 2,926 square feet

(Each ring contains nearly 1.4 million LEDs)

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