

Carlton & United Breweries Cricket Scoreboard Project



Location:

Site 1: Brisbane, adjacent to The Gabba
Site 2: Sydney, George St
Site 3: Melbourne, St Kilda

Brief:

Provide multiple LED scoreboards (and scoring software) to simultaneously display up to the minute Ashes scores in Sydney, Melbourne and Brisbane.

Solution:

- Three 7146mm x 646mm LED displays
- Three 3146mm x 646mm LED displays
- 31mm pitch outdoor single colour screens
- Custom software to display live scores from the Cricket Australia data feed
- Next G communication
- Front service access

LED-Signs worked on this complex project with multiple stakeholders - APN Outdoor, oOh! Media, MediaCom, Buzz Connected, Clemenger Group, Liquid Ideas and Carlton & United Breweries.

This project included custom software development and a service hosting solution so that live scores from the Cricket Australia data feed can be displayed simultaneously on the three scoreboards located in Sydney, Melbourne & Brisbane.

