

“Partner to enhance the fan experience with a brand new technology experience at Eastwood Field”

In 2018, Visua designed and integrated a full technology renovation focused on enhancing the sound and visual engagement experiences for fans at Eastwood Field. The three month project completely revitalized the stadium for years to come.

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“Visua took control of the entire scope of the project alleviating the pressure and stress on our organization. The quality of Visua’s products, project management, and installation were executed well beyond our expectations.”

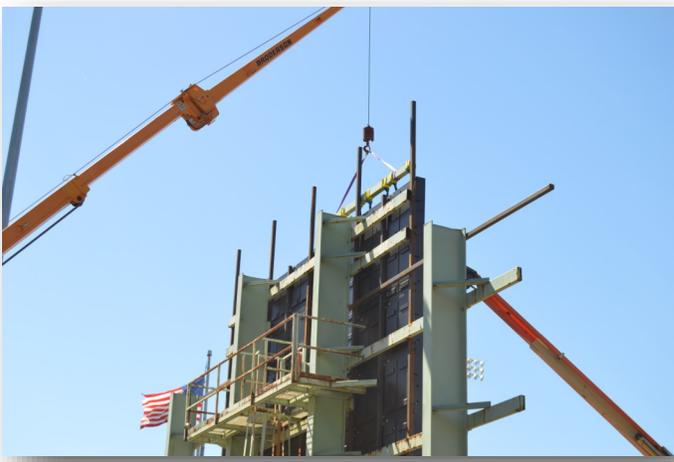
- Heather Sahli | Assistant General Manager

**PRODUCT HIGHLIGHTS**

**VISUALED DISPLAY**

- Model:** VisuaLED OSMD0016
- Pixel Pitch:** 16mm
- Matrix:** 384 x 704
- Size:** 21' x 37'
- Pixels:** 270,336

- MotionRocket LaunchPad PRO**
- NewTek Tricaster Mini**
- JBL Speakers**
- Philips Digital Signage**



## THE CHALLENGE

The Mahoning Valley Scrappers signed a lease extension after a successful first 20 years of operation at Eastwood Field. As part of the extension, capital improvements were deemed necessary and Visua was hired to oversee the entire technology scope of renovations. At the time, Eastwood Field was featuring an outdated audio system, videoboard, and scoreboard.

## THE SOLUTION

Visua took a unique approach by serving as the single-source integrator of a new audio system, HD control room, digital menu boards, and virtual scoreboard. Visua designed and installed all technical aspects of the scope creating a streamlined operational workflow.

The premier addition was a high-end VisuaLED display utilizing best-in-quality design. The 24' x 27' display has a total of 229,376 True-Pixel LED lamps on borderless cabinets. Synced with the new HD Control Room, the board offers virtual windows and scoring, graphics, and live video. Visua also created custom 3D graphics and spinning logos to highlight the features of the display.

Visua also integrated a new audio system as part of the renovations. The project totally revitalized the sound experience adding a total of 60 JBL speakers with digital sound processing giving the team full control over managing sound levels throughout the stadium.

## THE RESULTS

The Mahoning Valley Scrappers trusted Visua to oversee all technical design and integration aspects of the project and were able to see positive results as Visua was easily able to save the team money while eliminating issues associated with dealing with multiple contractors. Opening night generated a lot of buzz around the ballpark as fans experienced a new level of entertainment. The end design has completely future proofed the stadium for many years to come.



Want to learn more on how Visua can help you  
achieve your project goals? **Let's talk**

**VISUAL**LED

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