



# COWBOYS STADIUM

## FOR IMMEDIATE RELEASE

### **Cowboys Stadium Unveils World's Largest HDTV Video Board** *Innovative technology by Mitsubishi gives every fan a great seat*

(Arlington, TX) The Dallas Cowboys unveiled the world's largest 1080p HDTV video board at Cowboys Stadium. The \$40 million video board configuration has 30 million light bulbs and 25,000 square feet of video displays. Weighing 600 tons, the screens will be suspended 90 feet directly over the center of the playing surface and stretch from nearly one 20-yard line to the other. The four-sided, center-hung structure, a first for an NFL stadium, consists of four Mitsubishi Electric Diamond Vision™ video displays.

"This is the first center-hung video board in football history," said Jerry Jones, owner and general manager of Dallas Cowboys Football Club. "The innovative technology will give every fan a great seat and the view is better than watching a 60 inch HDTV in your living room. You will be able to see the players as if you were standing on the sidelines creating a living, interactive aspect to the building."

Two 48-foot wide boards will face fans sitting at both ends of the stadium, enhancing their game-day experience. Fans sitting in the upper decks will have the benefit of a larger than life game being played directly in front of them.

"This was one of the most exciting projects we've ever been involved with," said Mark Foster, general manager of Mitsubishi Electric's Diamond Vision Systems. "The Dallas Cowboys are one of the most innovative teams in the NFL, and their new stadium reflects that. These video boards are the realization of the Jones' commitment to their fans and the sport."

To hold the video board in place, a 72-foot tall steel structure was created that contains a 10-level network of catwalks. Three-inch diameter steel cables grip each end of the video board and are tethered to the stadium's large steel box truss arches.

The center-hung structure is also designed to support a 90,000 pound basketball arena style scoreboard hung from below when needed for other events.

Mitsubishi Diamond Vision™ also supplied four, 280 square-foot screens on the lower concourse; an upper level fascia (ribbon) display measuring four feet high by nearly 2,000 linear feet; and two Dallas Cowboys Ring of Honor displays totaling more than 2,900 square feet. In addition, Mitsubishi provided a fully integrated scoring system, content management and playback system, game timers, delay of game clocks, locker room clocks and ticket window displays.

### **About Cowboys Stadium**

Cowboys Stadium is the largest, most technologically advanced entertainment venue in the world. Designed by HKS and built by Manhattan Construction, the \$1.1 billion stadium features two monumental arches, the world's largest HDTV video board, an expansive retractable roof and the largest retractable end zone doors in the world. Features of the stadium include seating for 80,000 and expandable to 100,000, 300 luxury suites, club seating on multiple levels and the Dallas Cowboys Hall of Fame and Pro Shop, open to the public year round. In addition to being the new home of the Dallas Cowboys, the stadium will host the 2011 Super Bowl, the 2010 NBA All-Star Game and the 2014 NCAA men's basketball Final Four as well as high school and college football, concerts and special events. For more information, go to <http://stadium.dallascowboys.com>.

### **About Diamond Vision™**

Mitsubishi Electric, the Official Large Outdoor Video Display Provider of the PGA TOUR, was the first company to introduce large-scale video display boards for the 1980 Major League Baseball All-Star game at Dodger Stadium. Since then, Mitsubishi Electric has been recognized as the leader in visually stunning displays for sports facilities, advertising, entertainment and communications. Diamond Vision™ Systems' US operations are headquartered in Warrendale, Penn. Diamond Vision™ is a division of Mitsubishi Electric Power Products, Inc., a U.S. subsidiary of Mitsubishi Electric Corporation. For more information about Diamond Vision®, visit <http://www.diamond-vision.com>.

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