



SCORER'S TABLE CONTENT USER TIPS

MAXIMIZING THE EFFECTIVENESS OF YOUR DISPLAY

HELLO HARDWARE

Now that you have the equipment, you need it to produce results. This guide will show you how to maximize your content, keep your display showing its best, and wowing your fans and sponsors with engaging stats, promotions and animations.

LET’S TALK CONTENT

Creative Services of Daktronics, provides creative content for digital displays. If you decide you need a provider for entertaining and effective content, don’t hesitate to contact our creative team.



Call 1-800-325-8766 or visit www.daktronics.com/creativeservices





KEEP IT FRESH

This technology is designed with the flexibility to change messages quickly and easily. During television time, highlight sponsors. During breaks in the action, show player stats, team stats, crowd prompts, interactive sponsor promotions and motion graphics.

KEEP IT SIMPLE

When highlighting sponsors, think of your digital table as a billboard: Be concise. Make it easy to read and understand. Avoid small type as it is difficult to read.

KEEP IT BOLD

Selecting the right text, graphics and logos results in an engaging, results-driven presentation. Easy-to-read fonts and correctly sized images are just two ways content creation can provide the impact sponsors seek.

MAXIMIZE CONTENT

Content is king – it's the latest phrase to hit the marketing world. The same rules apply when working with LED displays. Below are just a few tips to make sure you have your displays looking like royalty.

LENGTH OF CONTENT

The optimal length of time for content is 10–15 seconds. This allows for the message to be conveyed effectively to the greatest number of spectators before their attention is focused elsewhere, or as in many sports applications, before play is resumed.

LAYOUT

Wide (horizontally designed) logos are more effective than tall (vertically designed) logos on fascia displays. When only a tall logo is available, it may have to scroll vertically through the display, with the logo never appearing in its entirety at any one time on the display. Most sponsors have primary and secondary logos. If a sponsor's primary logo does not fit well in a long horizontal space, ask the sponsor to approve a secondary logo for wider advertising spaces.



POOR BACKGROUND
COLOR CHOICE

BACKGROUNDS

Vivid, high-quality logos, images and text should appear in front of a contrasting background. Predominately white backgrounds should be avoided, as they tend to overpower and detract from the accompanying logo, image, or message.

TEXT

Text messages should be concise, appear in bold, highly legible fonts and move into and out of the viewing area in a quick, attention-grabbing fashion.

TRANSITIONS

All content should loop, or transition smoothly in time, from the end back to the beginning of the message in case it is run multiple times consecutively.

LAYERS

The use of multiple overlapping layers and 3-dimensional logos or text add depth and interest to content.



PROPER BACKGROUND
COLOR CHOICE

GETTING TECHNICAL

Updating information on your scorer's table or other digital media throughout the game makes the event more interesting, exciting and memorable, for both fans and sponsors. LED display technology provides nearly infinite opportunities to communicate. Follow these key rules for content creation.

- » Artwork dimensions should equal the pixel resolution of the display. This will make importing stills and animations much faster and will keep the content from not appearing distorted.
- » Remember Daktronics displays are sized by pixel height x pixel width. Example: 64 (h) x 288 (w).
- » Artwork must be saved using RGB (red, green and blue) color space and need only have a resolution of 72 dpi.
- » Recommended file formats vary based on the media player included in your system, proper formatting is critical to display performance and smooth operation during events.

DMP 7000 Player

- » Recommended static file format: PNG
Other acceptable formats: BMP, GIF, JPG/JPEG, TIF
- » Animated file format: use AVI (uncompressed), 30 frames per second
Other acceptable formats: AVI with WM9 (Maximum size of 2GB)

DMP 8000 Player

- » Recommended static file format: PNG
Other acceptable formats: BMP, GIF/GFF, JPG/JPEG, TGA, TIF
- » Animated file format: MP4 with H.264 Codec, 29.97 frames per second

SITE SPECIFIC FACTORS

Consider these factors when determining how to make the displays look its best on TV. These factors differ from arena to arena:

- » Lighting of the Arena
- » Position of Tables - The Angle of the Tables and the Distance to the Game Camera should be considered at all events.
- » Type of Camera - All cameras are different so make sure to adjust the tables and see what they look like on your cameras prior to events.
- » The Network - They all use different equipment so what looks good on one might not look as good on another.
- » Display Brightness - Proper Brightness adjustment Maximizes Sponsor Visibility to the TV Audience:



PROPER BRIGHTNESS
SETTING



POOR BRIGHTNESS
SETTING



