

University of Arkansas Partners with ANC to Upgrade the Technology Experience at Donald W. Reynolds Razorback Stadium.

The historic stadium, home to the Arkansas Razorbacks football team, is about to become one of the most technologically advanced.

FAYETTEVILLE, AR and PURCHASE, NY – May XX, 2023 – As an iconic SEC football program, the University of Arkansas is committed to creating engaging and impactful moments for its team and its loyal Razorbacks fan base. Debuting this fall, Donald W. Reynolds Razorback Stadium's new LED video boards promise to take the fan experience to the next level, thanks to a partnership between the University and leading AV integration company ANC and ANC's ongoing relationship with LEARFIELD across the college sports landscape.

ANC has begun the work to install the new scoreboard and other stadium screens for the upcoming season beginning with Main South LED Display. The 38 feet high by 166 feet wide South Scoreboard is being upgraded to a 10mm resolution LED. Compared to the previous 16mm board installed in 2012, the new 10mm LEDs increase the video board's resolution by twice as many pixels for higher quality play-by-play game action than ever before.

"We're thrilled to be enhancing our game day experience inside Donald W. Reynolds Razorback Stadium," Vice Chancellor and Director of Athletics Hunter Yurachek said. "By installing the latest in digital technology, including a new south end videoboard and new ribbon boards, and combining that with our talented gameday staff, we will take our stadium atmosphere to another level beginning this fall. Our fans already make Razorback Stadium a special environment for our student-athletes and this enhancement will only further how special game day is on The Hill."

In addition to the new end zone video board, ANC is installing nearly five thousand square feet of upgraded 10mm ribbon board displays venue-wide. The major East Sideline LED Ribbon extends 540 feet wide, with additional South, North, and West LED ribbons ranging from 118 feet wide to 205 feet wide. Each display will drive crisp real-time stat updates and exciting team and sponsor content to nearly any view in the 80,000-seat stadium.

"We are very excited to be working with the University of Arkansas as they modernize Razorback Stadium to improve the game day atmosphere," said Jerry Cifarelli Jr., CEO of ANC. "ANC is looking forward to beginning a long-term relationship with the university that will result in unmatched technology and service for years to come."

Harnessing the potential of all these improved displays, the Razorbacks will reveal an enhanced graphics package designed in collaboration with ANC Studios' graphics department, ensuring that the upgraded screens deliver energetic visuals alongside more high-resolution gameday action. All the displays will now run on ANC's proprietary venue control software, LiveSync which connects Razorback Stadium's entire digital media network for dynamic content control, no matter the type of content or the event.

ANC's multi-year partnership with the University includes comprehensive game-day operations, support services, and display maintenance for all the new technologies. All the LED products being installed are manufactured by Lighthouse Technologies, with whom ANC is a North American distributor and longtime service partner.

Donald W. Reynolds Razorback Stadium 2023 video display system upgrades:

- South Endzone Main Displays – (1) 10mm, 38.28' H x 165.68' W (1,120 x 4,848 pixels)
- South Endzone LED Fascia Ribbon – (2) 10mm, 2.95' H x 162.73' W (90 x 4,960 pixels)
- North Endzone LED Fascia Ribbon – (2) 10mm, 2.95' H x 118.11' W (90 x 3,600 pixels)
- West Sideline LED Fascia Ribbons – (2) 10mm, 2.95' H x 204.72' W (90 x 6,240 pixels)
- East Sideline LED Fascia Ribbon – (1) 10mm, 2.95' H x 540.68' W (90 x 16,480 pixels)

Supporting Venue Services:

- ANC LiveSync Software Venue Control System
- ANC Maintenance & Supporting Services Partnership
- ANC On-Site Gameday Operations
- ANC Studios One-Year Unlimited Graphics Package

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ABOUT THE UNIVERSITY OF ARKANSAS

That 'students-first' philosophy is a big reason why the U of A is consistently ranked among the nation's top public research universities and best values. We work hard to ensure a low student-to-faculty ratio that promotes plenty of personal attention and mentoring opportunities. The Carnegie Foundation classifies the university as having "the highest possible level of research," placing us among the top 3 percent of colleges and universities nationwide.

Founded in 1871 as a land-grant institution, the University of Arkansas is the flagship of the University of Arkansas System. Our nearly 31,000 students represent all 50 states and more than 120 countries. The U of A has 10 colleges and schools offering more than 210 academic programs. The University of Arkansas is accredited by the Higher Learning Commission.

Our picturesque campus is located in Fayetteville in the hilly northwest corner of Arkansas and includes two arboreta overlooking the Ozark Mountains. Some of the nation's best outdoor amenities and most spectacular hiking trails are within a short drive of campus. Fayetteville is routinely considered among the country's finest college towns, and the surrounding Northwest Arkansas region is regularly ranked one of the best places to live in the U.S.

ABOUT ANC

As leaders and innovators in the digital signage and video display industry for over 25 years, ANC transforms a wide range of commercial spaces, from best-in-class sports and entertainment venues to iconic transportation hubs and retail destinations, into immersive and unforgettable digital media experiences. Our diversified suite of services delivers the ideal blend of creative multimedia advertising solutions, innovative audiovisual technologies, deep technical integration expertise, and flawless operational execution to offer the industry's most trusted single-source solution. ANC's iconic partners include the Washington Commanders, Westfield World Trade Center, The Howard Hughes Corporation's Seaport District Pier 17 and Tin Building, Philadelphia's Wells Fargo Center, Boston Red Sox, the Indiana Pacers' Gainbridge Fieldhouse, the Cleveland Cavalier's Rocket Mortgage FieldHouse, and college and university venues across the United States. To learn more about ANC, visit: www.anc.com