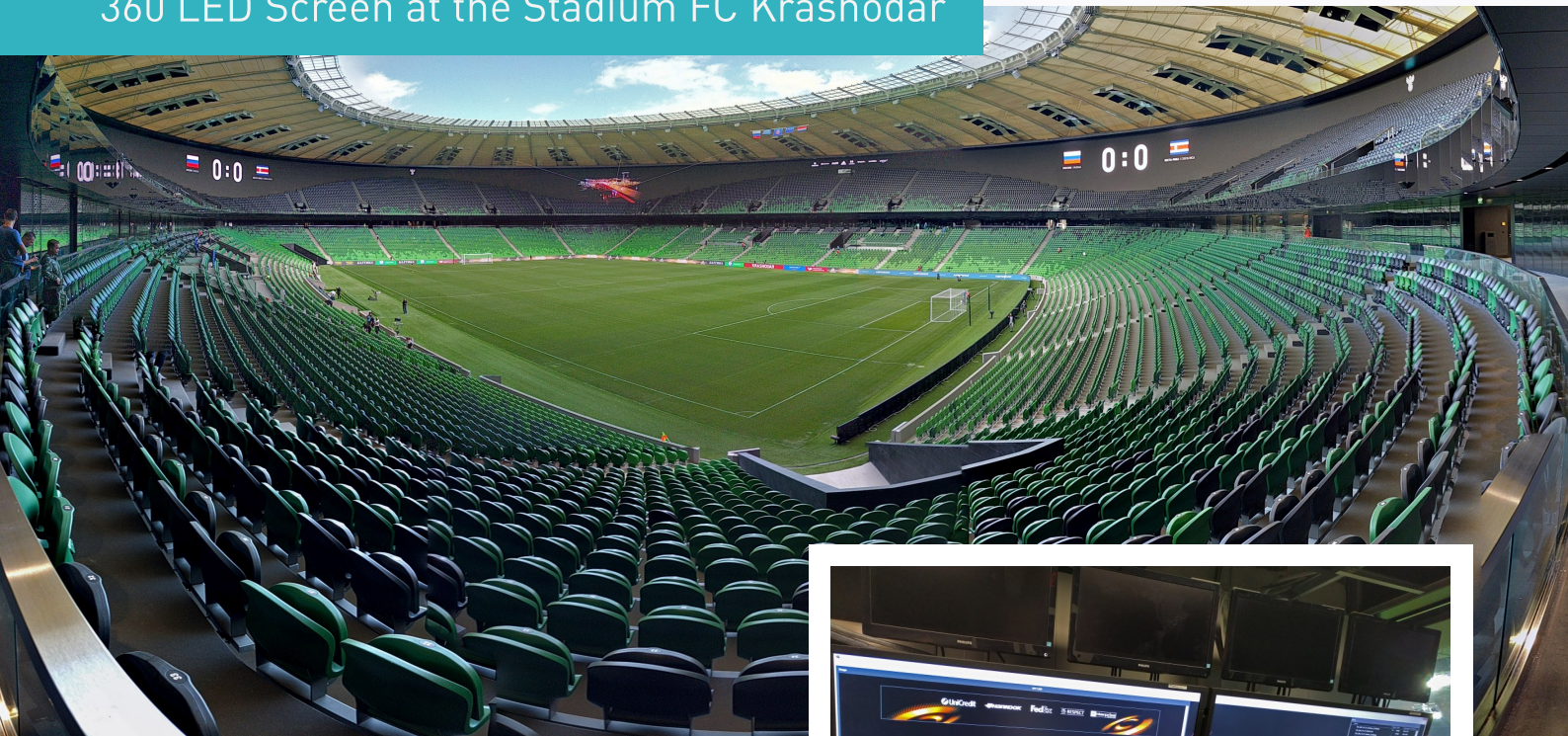


## 360 LED Screen at the Stadium FC Krasnodar



We were excited to work with **Ruport**, the leading creative advertising agency on the Southern Russia, **The Mill**, who is a big post production content house in the UK, and **Mirage Associates**, the WATCHOUT™ Premium Partner for the UK and ROI, to animate the LED screen at the brand new 34,291-seater **Stadium FC Krasnodar**.

Purpose made for football, the bowl-shaped arena was completed earlier this year after a two-and-a-half-year construction process. This is one of the most remarkable stadium projects of the recent years due to the world's largest LED screen it contains. LED screen around the inside walls covers the entire stadium and plays media throughout the match. Its total area is about **4.700 square meters!**

Initially, the show was a bit tricky to use as it needed to utilize a lot of last minute updates and changes, such as lineups and sponsorship logos, besides numerous live updates throughout the match, including scoreboard, substitutions, disciplinary sanctions and Man of the Match, which is due to select by the online poll. We were challenged to making control as easy as possible to the operator and eventually have made his life much easier by integrating dynamic external data into an existing Watchout presentation. That allows him to operate from just a single panel without any hassle.

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