

**LIGHTHOUSE**  
CREATE IMPACT

# IN·VIEW



# UNIVERSITY OF MICHIGAN



**Michigan Stadium (Football)**

- 2 Impact 16 (16mm SMD) end zone LED video screens
- Over 8,000 square feet of LED video



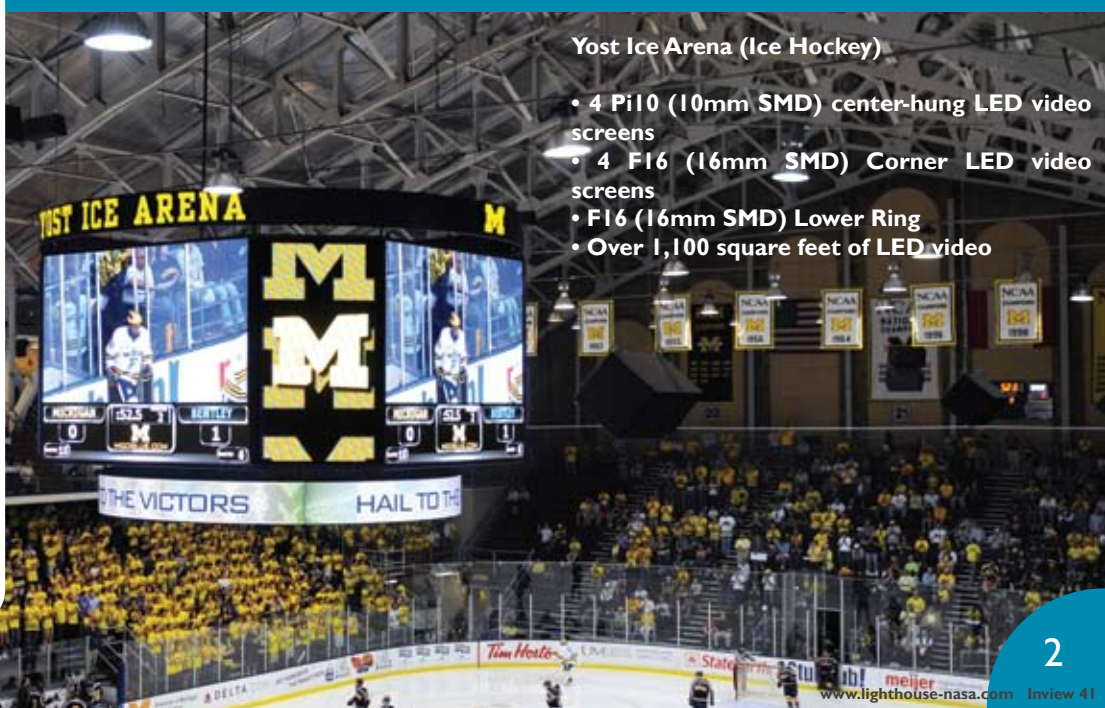
**Crisler Arena (Basketball)**

- 4 Pi10 (10mm SMD) center-hung LED video screens
- 4 Pi10 (10mm SMD) Top Scoring Screens
- 4 Pi10 (10mm SMD) Top Corner Screens
- Pi10 (10mm SMD) Upper Ring
- Pj10 (10mm SMD) Lower Ring
- Over 1,600 square feet of LED video

The University of Michigan, one of the finest collegiate athletic programs in America, enhanced an already-legendary reputation with the addition of Lighthouse LED video systems in its football, basketball and hockey facilities. Lighthouse Jumbovision, based in Irvine, CA, introduced spectacular installations at Michigan's Crisler Arena, Yost Ice Arena and Michigan Stadium, the largest stadium in North America and home to Michigan football. Working with longtime partner TS Sports, the new LED video systems were installed for the 2011-12 seasons and promise to heighten the home game experience for Michigan Wolverines fans. Lighthouse is well-acquainted with delivering the ultimate in fan experiences. With our best-of-industry LED video technology, Lighthouse enables some of the world's premiere venues, such as the University of Michigan, to provide the entertainment, statistical and highlight benefits of in-home viewing to a live audience.

**Yost Ice Arena (Ice Hockey)**

- 4 Pi10 (10mm SMD) center-hung LED video screens
- 4 F16 (16mm SMD) Corner LED video screens
- F16 (16mm SMD) Lower Ring
- Over 1,100 square feet of LED video







# LIGHTHOUSE IGNITES THE BIG HOUSE

The giant maize M's on a deep blue background say it all: This is Michigan. The Big House. Home to Michigan Wolverines football, an iconic program on the landscape of collegiate athletics. Michigan Stadium is the largest football stadium in North America, seating 109,901 football fans on autumn Saturdays.

New this year to The Big House are two giant Lighthouse LED video screens. Courtesy of the new Lighthouse video displays, Michigan fans are treated to a professionally-produced pre-game program, featuring player interviews, game highlights, entertainment segments, and a one-on-one interview with head coach Brady Hoke, who breaks down the previous week's game for early arrivers. The sound system is pitch perfect, the LED video brilliant and colorful. While the programming on the Lighthouse LED video system gradually builds to game time, the video features and music become more urgent, preparing the crowd for the battle to come.

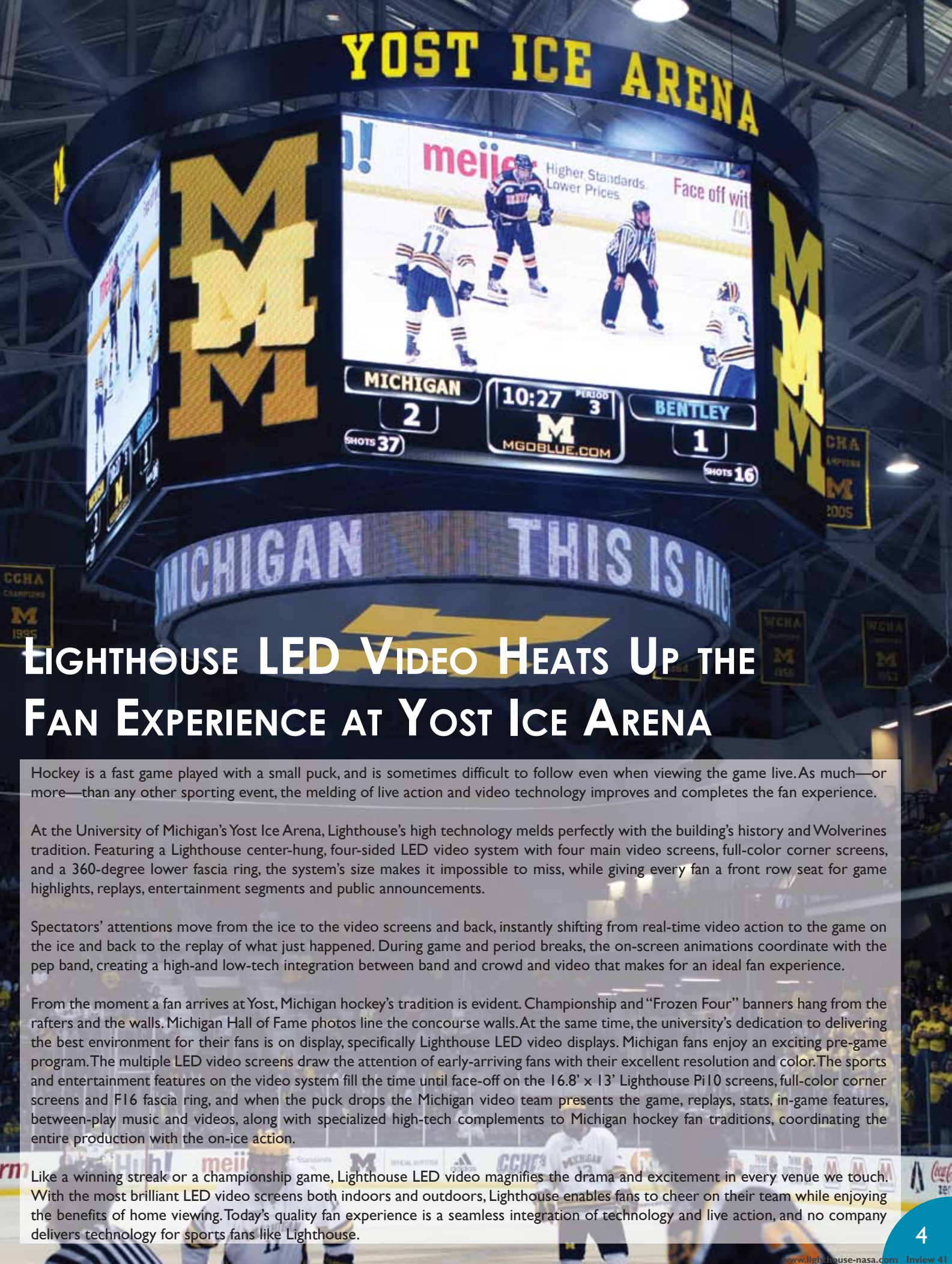
The Lighthouse IMPACT I6 video boards, stunning 16mm outdoor LED video systems measuring 85' across and 47.5' high, are positioned in the end zones. The 16mm pitch LED video boards provide in-game broadcast capability, instant replay, remarkable animation and outstanding fan involvement sequences.

Just before game time, the University of Michigan uses the Lighthouse LED video screens to present what is likely the most intimidating pre-game video in college football. Current Michigan football players come onto the screen with high-energy graphics and game highlights swirling around them. The music pounds from the sound system as the players describe the greatness and history of Michigan Wolverines football. That greatness is conveyed perfectly with the crystal-clear, brilliant video screens, making Lighthouse an integral part of Michigan's intimidation factor.

Once the game begins, the Michigan production team presents the game, replays, stats, in-game features, around-the-country scores and highlights, and between-play music, all coordinated with the on-field play, for the kind of live event production that makes attending a sporting event better than watching it at home. At the Big House, the capabilities and flexibility of Lighthouse LED video enable the production team to begin with the game being played on the field, and add the conveniences and visuals of watching the game at home, for a sports experience better than the sum of its parts.

"Lighthouse technology is a perfect fit for the Big House," says Ed Whitaker, Director of Sales for Lighthouse NASA. "Our Impact I6 video panel is an excellent compliment to hard-hitting Michigan football."





# LIGHTHOUSE LED VIDEO HEATS UP THE FAN EXPERIENCE AT YOST ICE ARENA

Hockey is a fast game played with a small puck, and is sometimes difficult to follow even when viewing the game live. As much—or more—than any other sporting event, the melding of live action and video technology improves and completes the fan experience.

At the University of Michigan's Yost Ice Arena, Lighthouse's high technology melds perfectly with the building's history and Wolverines tradition. Featuring a Lighthouse center-hung, four-sided LED video system with four main video screens, full-color corner screens, and a 360-degree lower fascia ring, the system's size makes it impossible to miss, while giving every fan a front row seat for game highlights, replays, entertainment segments and public announcements.

Spectators' attentions move from the ice to the video screens and back, instantly shifting from real-time video action to the game on the ice and back to the replay of what just happened. During game and period breaks, the on-screen animations coordinate with the pep band, creating a high-and low-tech integration between band and crowd and video that makes for an ideal fan experience.

From the moment a fan arrives at Yost, Michigan hockey's tradition is evident. Championship and "Frozen Four" banners hang from the rafters and the walls. Michigan Hall of Fame photos line the concourse walls. At the same time, the university's dedication to delivering the best environment for their fans is on display, specifically Lighthouse LED video displays. Michigan fans enjoy an exciting pre-game program. The multiple LED video screens draw the attention of early-arriving fans with their excellent resolution and color. The sports and entertainment features on the video system fill the time until face-off on the 16.8' x 13' Lighthouse Pi10 screens, full-color corner screens and F16 fascia ring, and when the puck drops the Michigan video team presents the game, replays, stats, in-game features, between-play music and videos, along with specialized high-tech complements to Michigan hockey fan traditions, coordinating the entire production with the on-ice action.

Like a winning streak or a championship game, Lighthouse LED video magnifies the drama and excitement in every venue we touch. With the most brilliant LED video screens both indoors and outdoors, Lighthouse enables fans to cheer on their team while enjoying the benefits of home viewing. Today's quality fan experience is a seamless integration of technology and live action, and no company delivers technology for sports fans like Lighthouse.



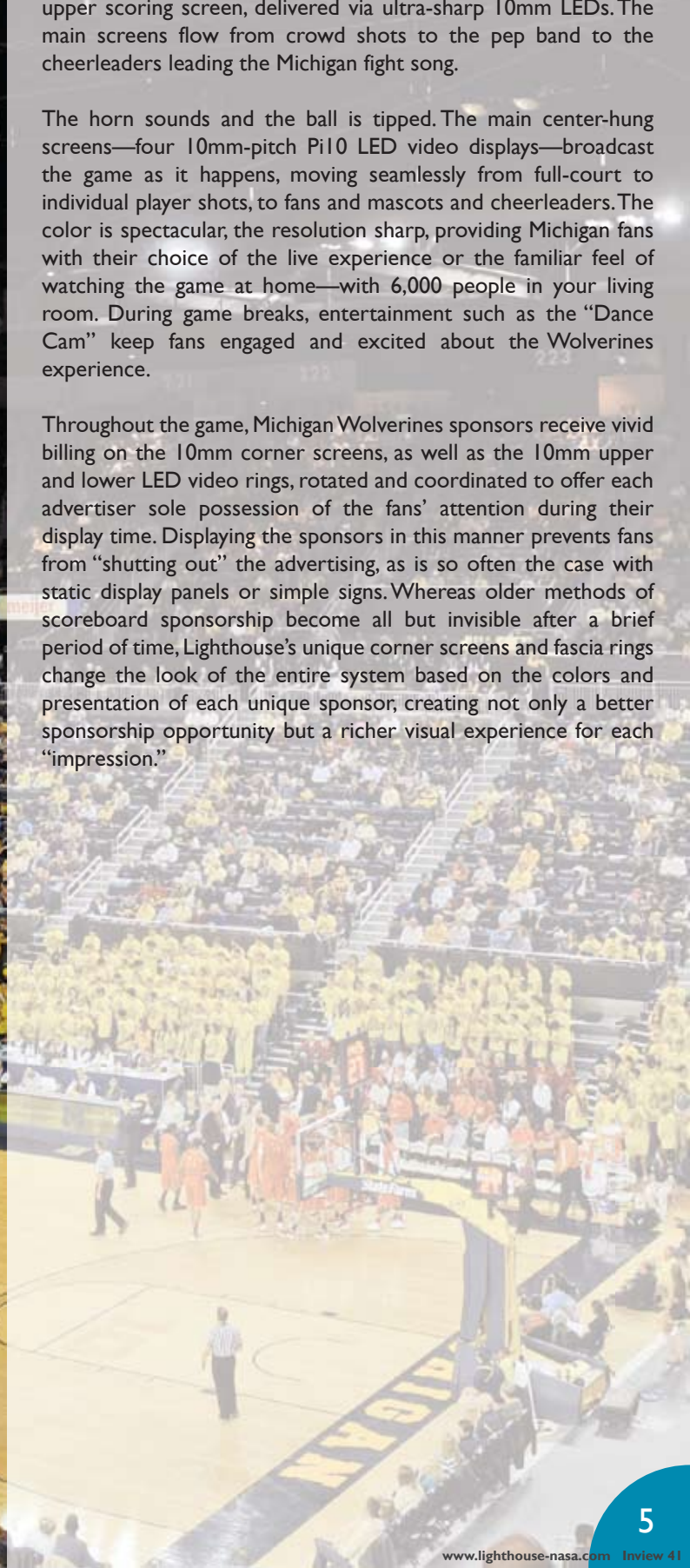
# LIGHTHOUSE HOLDS COURT AT CRISLER ARENA



The Michigan fight song, “Hail to the Victors,” can be heard in the tunnel leading to the basketball court, priming Michigan fans for the game only minutes from starting. The chanting and shouts of, “Let’s Go Blue!” carries into the tunnel, pulling the late-arrivers into the arena. Emerging into the newly-renovated Crisler Arena, the Lighthouse center-hung LED video system dominates the field of vision. The night’s starting lineups are available at a glance on the upper scoring screen, delivered via ultra-sharp 10mm LEDs. The main screens flow from crowd shots to the pep band to the cheerleaders leading the Michigan fight song.

The horn sounds and the ball is tipped. The main center-hung screens—four 10mm-pitch Pi10 LED video displays—broadcast the game as it happens, moving seamlessly from full-court to individual player shots, to fans and mascots and cheerleaders. The color is spectacular, the resolution sharp, providing Michigan fans with their choice of the live experience or the familiar feel of watching the game at home—with 6,000 people in your living room. During game breaks, entertainment such as the “Dance Cam” keep fans engaged and excited about the Wolverines experience.

Throughout the game, Michigan Wolverines sponsors receive vivid billing on the 10mm corner screens, as well as the 10mm upper and lower LED video rings, rotated and coordinated to offer each advertiser sole possession of the fans’ attention during their display time. Displaying the sponsors in this manner prevents fans from “shutting out” the advertising, as is so often the case with static display panels or simple signs. Whereas older methods of scoreboard sponsorship become all but invisible after a brief period of time, Lighthouse’s unique corner screens and fascia rings change the look of the entire system based on the colors and presentation of each unique sponsor, creating not only a better sponsorship opportunity but a richer visual experience for each “impression.”







# Go Blue

With the introduction of Lighthouse LED video to its football, basketball and hockey facilities, the University of Michigan have distanced themselves from competing collegiate athletics programs, and solidified a world-class sports reputation. In addition to custom animations and Wolverines pre-game motivational pieces, Lighthouse LED video enables Michigan to create impact with fans, opponents and recruits, offer exceptional value to school sponsors, and expand the live sports experience by offering games in whatever medium Wolverines fans desire.



Edward Whitaker  
Director, Sales - NASA  
Lighthouse JumboVision Inc.

“Lighthouse is dedicated to, and driven by, enhancing the gameday experience of sports fans everywhere. Our three high-profile systems at the University of Michigan are another realization of that dedication and drive. With Lighthouse LED video, Michigan fans now experience the Wolverines on the field, on the court, on the ice, and on the big screens. Lighthouse is proud to complete and amplify the live sports experience at the University of Michigan and everywhere our screens can be found.”

“TS Sports is excited about partnering with the University of Michigan on their LED video display upgrades. Michigan Stadium features our new Impact 16 video product from Lighthouse Technologies. The Impact 16 will provide Wolverine fans with the clearest video image in college sports.”



Garry Waldrum  
CEO  
TS Sports

“The new video system at Crisler Arena is a basketball fans dream. The system will feature 10 LED video displays from Lighthouse Technologies, tracking all major events through the game – Instant Replays, Fan Shots, Hustle Stats, Animations, Graphics and much more. At Yost Ice Arena, the new system features 9 state-of-the-art Lighthouse LED video displays and an HD Operating System from Click Effects.”

For further details of Lighthouse products visit our website [www.lighthouse-nasa.com](http://www.lighthouse-nasa.com) or contact your nearest Lighthouse office.  
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