

EMS Builds LED Scoreboards

If you have been to any sporting events recently you may have noticed the large LED scoreboard. These scoreboards have gotten bigger, brighter with better resolution than ever before.

The Problem

Capturion, a leader in LED scoreboards and advertising signs has been using 3D CAD, animation and other software to show customers what their new LED scoreboards and signs would look like. For most purposes this technology works very well but sometimes clients request a scaled model. Something they can hold in their hand to study and show other people involved in the design and decision process. Often just looking at a physical model from a certain direction or lighting conditions can give people different impressions or ideas on how to improve or change the design.

Not owning and never using any rapid prototyping technologies before, Capturion contacted EMS to build some scaled models. Not only did they want a rapid prototype model, they needed them within 3 days in full color to meet with the University of Louisville. The University of Louisville is building a new 22,000 seat basketball stadium at a cost of \$252 million. Capturion was competing with others to provide all the LED scoreboards and advertising boards in the arena. They felt handing their contacts a scaled model that looked exactly like their design would be very compelling and help them win the business.

The Solution

Not only was EMS able to create the models on short notice, they did them in full 3D color to include detailed graphics of what the real score board would to look like. Using their Z Corp high resolution Z650 color 3D printer they printed the models in 24 bit color. The main scoreboard was very detailed both on the outside and inside. EMS met the challenge and had the models shipped directly to Capturion's sales team hotel in Louisville in time for their meeting.

Conclusion

Capturion was so happy with the impression the scaled models left at their meeting they have had EMS build many more models since this first meeting. The scaled models help portray their design intent in exquisite detail and give the customer something they can hold in their hand.

When scaled models are needed to help win business, study design intent or make changes to any design, EMS has the equipment and throughput to get the 3D models made quickly.

To learn more visit www.ems-usa.com



3D CAD model of scoreboard



3D Printed model of scoreboard in 24 bit color



3D Printed advertising board model