



SCHALKE 04 – VELTINS ARENA

The ultimate digital stadium showcase in Europe



Hisense



CASE STUDY

SCHALKE 04 – VELTINS ARENA



When it opened in 2001, the Veltins arena was already the most technically advanced stadiums in Europe. Features such as a retractable roof, slide out pitch and moveable stand have all since become the blueprint for modern stadiums across the globe.

This pioneering attitude towards technology extended to the digital displays around the venue. Added in 2016, the Hisense LED Cube hanging in the centre of the pitch was the largest of its kind in Europe. Featuring a 10mm pixel pitch and a resolution of 1060 x 720, the LED cube delights spectators with live game information and action replays.

With a viewing area of over 305m² the Veltins Arena is again driving technological innovation within the stadium environment.

The reach of digital content around the stadium goes much further than the record breaking LED cube, with the addition of over 200 digital signage displays in hospitality and public areas throughout the stadium. Hisense digital signage displays deliver best in class brightness and reliability, ensuring visitors to the stadium enjoy a fully immersive experience. At Hisense we are proud of our role in the delivery of this truly world-class sports arena.

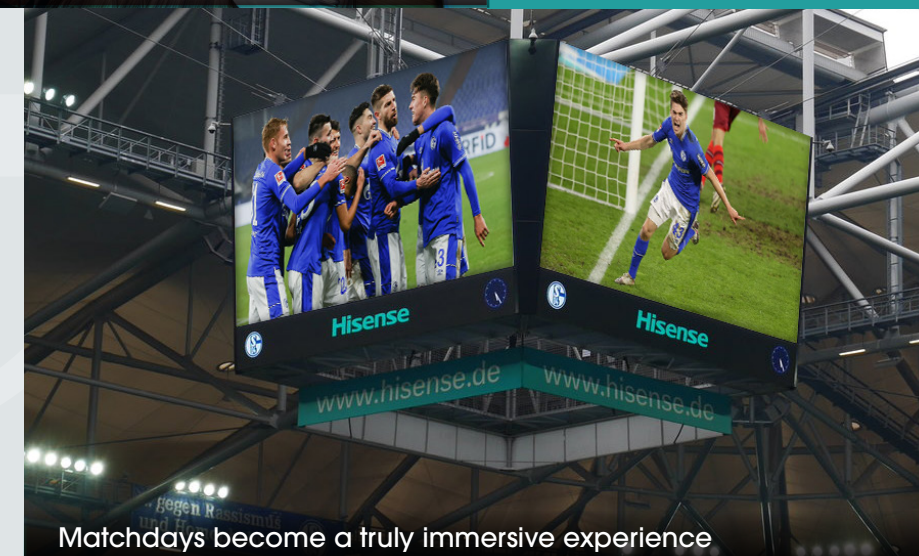


Hospitality suites specified with Hisense digital signage

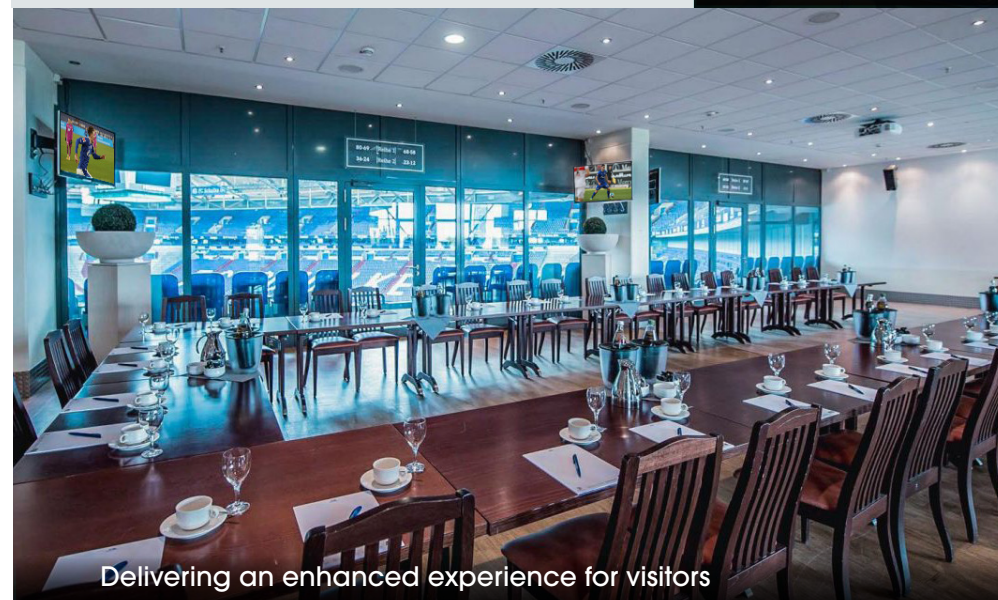
“The Veltins Arena is one of the most technically advanced stadiums in Europe.”

Extraordinary Entertainment

Europe’s largest video cube has an area of 76.32 m² per side and is twice the size of the previous model. Visitors can view the enormous displays for up-to-date information, scores, statistics, time and replays.



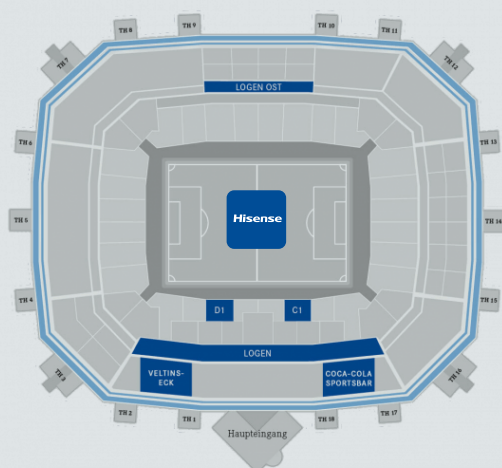
Matchdays become a truly immersive experience



Delivering an enhanced experience for visitors



The largest LED cube in Europe



Digital Signage Displays

With the addition of over 200 digital signage displays in hospitality and public areas throughout the stadium. Hisense digital signage displays deliver best in class brightness and reliability, ensuring visitors to the stadium enjoy a fully immersive experience.

BIG IN SPORT

Hisense recognises the need to build its brand through key sporting partnerships. In a range of focused high profile sponsorships with key sporting events and clubs in various countries, the Hisense brand is quickly building its reputation as an recognised market leader that aligns itself with the world’s largest sporting events.





ELEGANT, VIBRANT & ULTRA RELIABLE

PROFESSIONAL DIGITAL SIGNAGE

Discover the perfect digital signage solution for your business needs with Hisense. Delivering a vibrant 4K experience, industry leading reliability and the latest Android operating systems. We have a commercial display to suit your requirement and budget.



Round the clock operation (M Series)

Designed for 24 hour continuous operation, the Hisense M Series solutions are available in both 49" and 55" sizes.



Landscape & portrait

Both landscape and portrait orientations are possible, providing you with endless creative and functional possibilities to fulfill your commercial or informative goals.



178° Wide viewing angle

The extra wide 178° viewing angle is a perfect fit for shoppers, employees or visitors that will view B4E31T displays from diverse angles while passing by.



4K Ultra HD

The 4K Ultra HD picture quality* ensures perfect colour and rich details in all possible broadcasting surroundings, ranging from shops, to restaurants and office buildings.



500 nits

With 500 nits maximum brightness, the panels are well equipped to make your content vividly stand out in any commercial location.