

World's largest 4K video board

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Churchill Downs will unveil the world's largest 4K ultra high-definition LED video board on Saturday, April 26, for the Spring Meet 2014. The 170-foot tall video screen, constructed by Panasonic Enterprise Solutions Company, will provide a stellar viewing experience for everyone throughout the venue, including the thousands of avid fans in the legendary Churchill Downs 26-acre infield.

"During the past 10 years, we've invested more than \$160 million at Churchill Downs to significantly upgrade our venue and greatly enhance the fan experience," noted Kevin Flannery, President of Churchill Downs Racetrack. "Working with Panasonic to install the first outdoor 4K video board was a critical component of our investment strategy to make Churchill Downs the best Thoroughbred racing facility for all our events and turn it into one of the premiere 'must see' sports and entertainment destinations in the world."

The mammoth display screen measuring 171-foot wide by 90-foot tall sits 80 feet above the ground and offers a wide viewing angle for a superior fan

experience anywhere within Churchill Downs. The active display area is 15,224 square feet and is positioned midway along the backstretch and outside the dirt course to avoid being a distraction to the jockeys and horses.

Construction of the 'Big Board' started in December and was completed in March, in plenty of time for the Spring Meet, the Kentucky Oaks and the 140th running of the Kentucky Derby. Installation challenges posed by an underground river were solved by digging deep enough to bury 12 steel support beams into 45 feet of bedrock. Weighing 1.2 million pounds, the structure is built to withstand wind speeds up to 90 miles-per-hour. The mega-board is designed to display more than nine million lines of resolution, giving operators an array of creative capabilities ranging from replays, image close-ups, betting odds and race results to advertising, recorded programming and multiple split screen views.

"We've enjoyed this incredible opportunity to partner with Churchill Downs to install the world's largest, first-of-its-kind 4K video board," said Jim Doyle, President of Panasonic Enterprise Solutions Company. "The 'Big Board' delivers content unparalleled in its clarity and resolution, allowing tens of thousands of fans to experience the excitement and pageantry of this legendary racetrack up close and personal."

Mr. Doyle added, "Churchill Downs is a leader in the global sport of Thoroughbred horse racing and has demonstrated a commitment to making investments that create better fan experiences. We share that same vision of excellence and use our technology and engineering know-how to produce customized solutions to make a difference."

For Panasonic Enterprise Solutions Company, the Saturday debut of the world's largest 4K LED video board comes fresh on the heels of acclaim from Guinness World Records. Earlier in the month, a Guinness adjudicator officially certified the company's construction of 'Big Hoss TV' at Texas

Motor Speedway as the 'largest high-definition television LED screen in the world.' Panasonic Enterprise Solutions Company has also built the world's second biggest high-definition LED video board at Charlotte Motor Speedway, as well as one of the largest display boards in collegiate sports at Ohio State University. The company provides made-to-order video solutions, end-to-end management of large corporate projects and delivers technological and financial solutions to the renewable energy sector.

More information: www.churchilldowns.com/

Provided by Panasonic Corporation

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