



at&t park

Client: San Francisco Giants

Location: San Francisco, California

Project Type: Renovation

Opening: Part 1- 2006 Season; Part 2- 2007 Season

Construction Cost: \$9 Million

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AD Scope: Video Production | Editing Suites | LED Displays | Scoring & Timing Systems

Acoustic Dimensions provided design services for the \$1.5 million addition of fascia boards to the park for the 2006 Season and the \$9 million upgrades to the HD video production control room and primary center field display for the Giants' renovation and name change to AT&T Park in San Francisco for the 2007 season.

The new scoreboard is the first of its kind. It measures 103 feet wide by 31.5 feet high and contains three million LEDs. It is capable of displaying true high definition line for line when video from the production room is windowed to the full 32:9 aspect ratio of the display. At the end of the 2006 season, the club began the expansion of its control room. The new ergonomic, production-friendly design accommodates the equipment necessary to manage the displays for the entire park. The Giants also upgraded their non-linear edit systems and added staff to create fresh HD content to display. AT&T Park's HD screen replaces two smaller ones, one color, the other incandescent. The new board will now show the lineups of both teams. If a player slams one out of the park, the screen can split into two, showing both the hit and the fans waiting in their kayaks in McCovey Cove to scoop up the ball. And for an especially big play, the picture can encompass the entire display.