

Manchester United

Product involved: 103" Plasma Display
End user: Manchester United
Placement: Old Trafford, Manchester, UK
Date: November 2007
Third parties: PSCo (Installer), MatchDay Media (AV Integrator)



The World's largest plasma, the Panasonic 103" has been sold by Match Day Media to Manchester United's training ground to be installed into the players briefing room.

COMMUNICATIONS DIRECT

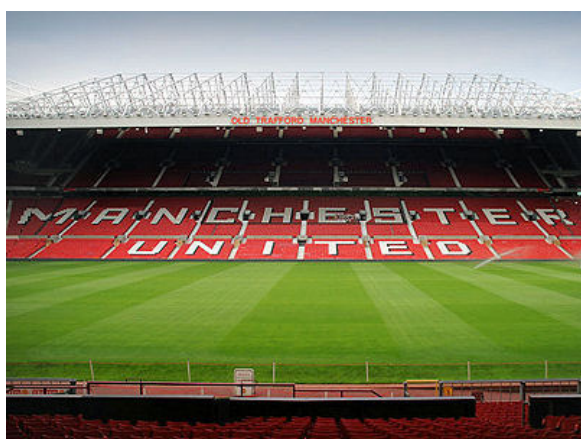
Av integrator MDM.TV, provide direct communications between advertisers, brand owners and match day fans, through Stadium-based plasma displays. The screens transmit a rich mix of live action, news, stats, data, highlights, programming and advertising, providing a unique marketing opportunity for local, regional and national advertisers, effectively communicating to a captive audience.

MDM.TV have screens in 13 major football stadiums in the UK, displaying club sponsorship, live action and news. Manchester United's briefing room was a unique project for the company. The Premiership Club commissioned the 220kg plasma screen to be installed when it needed a new integrated system for digital playbacks of teams performances.



Match Day Media's CEO, Gerry McKenna, commented:

"This **advanced step** for the Premiership Football Club marks a **revolutionary development** in the way management communicate with their players. The 103" Panasonic plasma is the **perfect example** of how **cutting edge technology** can be easily integrated into a corporate environment. The screen is an amazing visual tool; ensuring video playback is used to its full potential, and is a testament to Panasonic's technical ability, which is why we work in Partnership with them at all our clubs"



Key Facts

- Full High Definition Video playback ensures detailed match replays for both players and management
- Impressive and unmatched style fits within the clubs surroundings

Local Contact title

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