

NHL's Phoenix Coyotes Have New High-Tech Headquarters

Glendale, AZ—Spectators at the recently opened Glendale Arena won't miss a second of the action, not even when they leave their seats. The new home to the Phoenix Coyotes, Arizona's professional hockey team, is populated with TVs –nearly 500 in all–supplied and installed by Troxell Communications. The arena's innovative use of audiovisual technology allows visitors to catch a glimpse of the game regardless of their vantage point.

Large multi-use sports facilities can have tremendous impact on a city's economy. Glendale Arena developers realized that to capture the public's interest and its entertainment dollars, the new \$200 million facility had to offer something different from other Phoenix area sports venues. During the design phase, the development team looked at the top 14 sports arenas around the country. One prominent factor in each was the use of audiovisual systems to heighten the entertainment experience.

"From inception, we envisioned the Coyotes Glendale Arena as the most technologically advanced sports and event venue in the country," said Ron Woodbridge, senior vice president and general manager of Glendale Arena.

With the help of several technology solution providers, among them Phoenix-based Troxell Communications, it appears as if they have succeeded.

Televisions are located virtually everywhere throughout the arena: wall-anchored, ceiling-mounted, sitting on tables and desks, even suspended in the air—each provided and installed by Troxell, one of the nation's largest audiovisual dealers.

- TVs are wall-mounted every few feet along each concourse, at the entries and exits, and at the concession stands.
- Both the home and visiting team locker rooms are equipped with flat-screen TVs; so are the GM's office and the green rooms.
- There are displays for the press boxes, of course—two flat screen TVs in each box. In case the press needs to view more action than two TVs can provide, eight massive multi-channel 10' x 10' screens displaying LCD projection have been ceiling-mounted and suspended 200 feet in the air outside the press area.
- All of the arena's 85 suites are furnished with TVs. Each of the standard Club Suites has an LCD TV. The more luxurious Tower Suites and the stylish members-only Ice Lounge are equipped with 42" flat-panel plasma screens.
- More plasma TVs are located in the upscale Coyotes Club restaurant.
- Environmentally protected TVs can be found in every outdoor bar and lounge, and on every patio and terrace so that fans stepping outside can still watch the game.
- TVs are even mounted on the building's exterior to ensure people standing in line don't miss what's happening inside.

Troxell enlisted Philips Consumer Electronics to manufacture all the TVs. Complex mounting structures were created by Peerless Industries, who also designed the weatherproof enclosures to protect the arena's external TVs from the elements. The projectors and screens that make up the rafter-suspended projection systems in front of the press boxes were furnished by Hitachi and Da-lite, respectively.

"We were able to recommend the best display solutions to meet the arena's objectives," said Erik Hanson, Account Manager at Troxell. "Our technical expertise and our skill in coordinating installations of this size were also key elements in our ability to participate successfully in this project."

Besides housing the Coyotes, the Glendale Arena accommodates the Arizona Sting, members of North America's professional indoor lacrosse league. It will also host concerts, top performers and other live events.

More information about the Glendale Arena can be found at www.glendalearenaaz.com.

More information about Troxell Communications can be found at www.trox.com.

More information about the manufacturers can be found at www.philips.com, www.peerlessindustries.com, www.hitachi.com, and www.dalite.com.

