# LEDFOIL

DIGITALIZE YOUR ICE

# LEDFOIL OFFERS GROUND-BREAKING AND UNIQUE MEDIA TECHNOLOGY. OUR VISION IS TO MAKE ADVERTISING WAY MORE EFFICIENT BY DIGITALIZING AND MONETIZING SURFACES.

Our Smart LED unit is installed inside the ice and is supported by a cloud-based content management software. It enables live interaction with fans and changes the event experience. First and foremost, the digital in-ice display enables scalability which adds the number of sponsors and gives your club more time to seek advertising partners. Ultimately LEDFOIL ICE multiplies a club's commercial income, thereby benefiting the sport.

LEDFOIL ICE is available in multiple versions. From center circle to the entire ice as well as to the boards.

# THIS PATENTED TECHNOLOGY IN SMART, INTERACTIVE DIGITAL SCREENS PROVIDES A NEW REVENUE STREAM BY INCREASING AD SPACE AVAILABILITY ON THE ICE.



Advertising on LEDFOIL ice screens is a completely new and effective way to reach a huge number of potential customers nationwide in the stands, in front of the television, social media and other media.

The high-quality digital LEDFOIL ice screens are located in the most visible places in the arena, so the advertisements can be directly included in the center of the game.

You also reach the away team's fans via television - advertising is nationwide. With its excellent location. and thanks to its large size, the LEDFOIL ice advertisement simply cannot be missed!
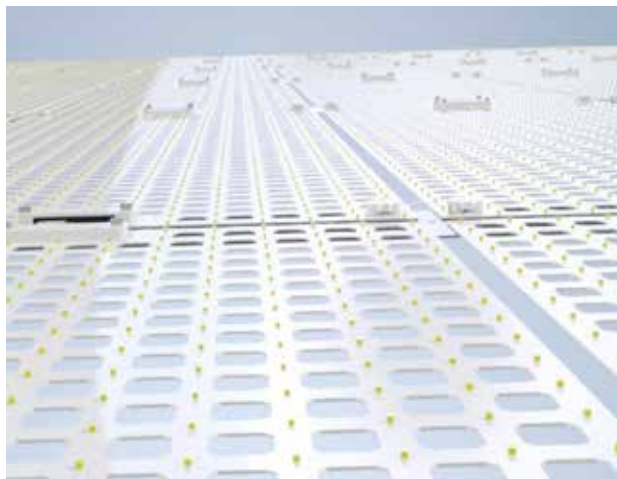


- Currently in use at Kärpät in Oulu.
- The ice screens are located in the best places in the arena - right where the game is played.
- The ad is always shown on two ice screens at the same time, both attack and defensive ends.
- The ice display has a maximum of 12 advertising slots.
- Each ad is visible for 30 seconds in turn.
- During the regular season, the advertiser reaches up to 1,800,000 people.

For optimal results, it is recommended to use an image with strong contrasts - e.g. a dark background and a light logo, so that the letters stand out well

*— examples of effective ice ads —*

# MAKING THE CONNECTION WITH SPECTATORS

Digitizing the ice opens a whole new avenue for increased revenue potential. This revolutionary new advancement in advertising technoogy comprises the following components:



### ■ Power Units

The Power Units are placed outside the rink.



### ■ Power Units

Cables are connected to the Power Rails via Cable Connectors at the bottom of the PUs
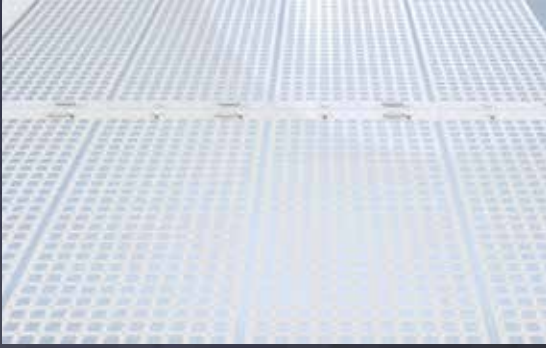


### ■ Power Rails

The Power Rails are laid on the arena floor and pass under the rink board elements.



### ■ Power Rails Cables

Once connected to the display configuration, the cabling runs under rink boards to then connect to the Power Units.

## ■ Display Configuration

The Ice Display Panels are mounted on top of the Power Rails in 8 columns by 24 rows configuration (Centre Circle)



## ■ Power Connections

The Ice Display Panels are connected to the Power Rails by the Hand Screwable Nuts



## ■ Drivers

The controlling data signals are supplied by the proprietary Drivers (in-house design)



## ■ Data Connections

Each row in the Ice Display are connected to the Driver with the Flat Ethernet Cables carrying differential signals



## ■ Data Connections

In each row the individual Ice Display Panels are daisy chained with the Flat Interconnection Cables.

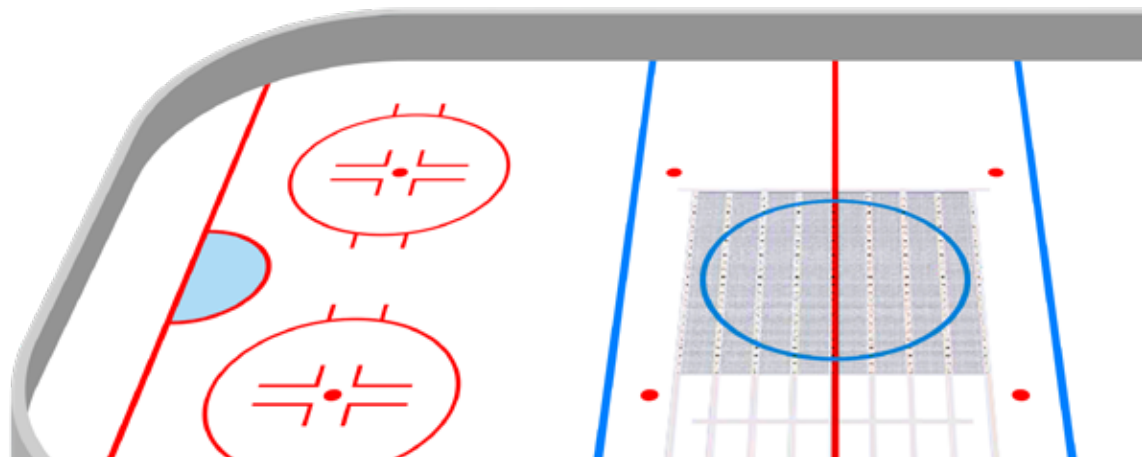# ICE DISPLAY IN THE BEST POSITIONS, BOTH OFFENSIVELY AND DEFENSIVELY

# LEDFOIL ICE DISPLAY CENTER CIRCLE SPECIFICATIONS

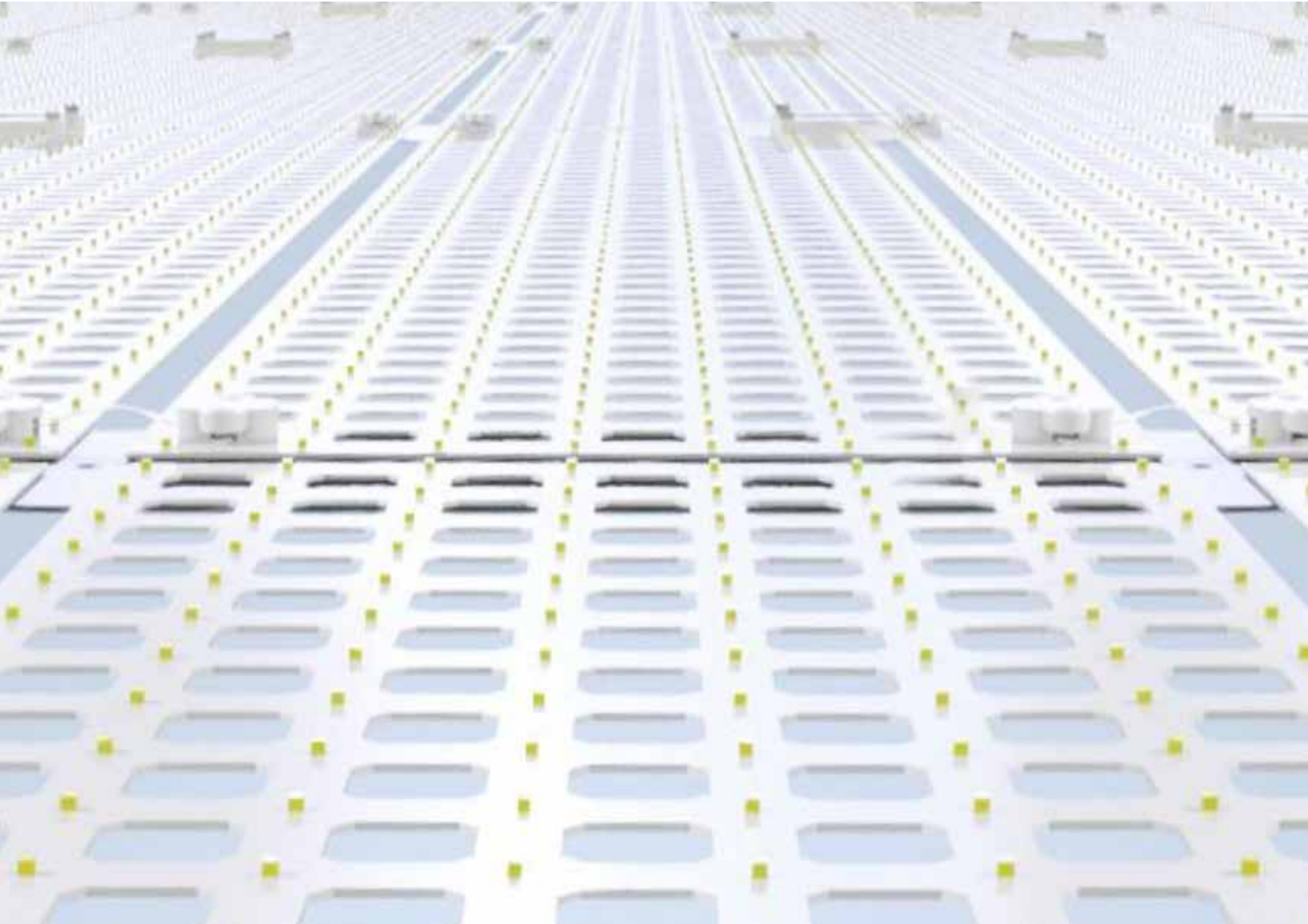| Display Properties | |
|---|---|
| Screen Size | 8.91 x 8.91 m |
| Module Size | 356 x 1100 x 1.0 mm |
| Module Resolution | 12 x 32 |
| Screen Resolution | 288 x 288 px |
| Colors | 16.7 M (24-bit) |
| LED Refresh Rate | 1.2 kHz |
| FPS Rate | 30 Hz  FreeSync (max) |
| Pixel Pitch | 31 mm |
| Optimal Viewing Distance | 10 - 100 m |
| Input Format | LedFoil Arena protocol over IP, ArtNet |
| Maximum Power Consumption | 7200 W |
| Nominal Power Consumption | 2500 W |
| Input Voltage | 110 - 250 V AC |
| Operating Temperature | -20 ~ +30°C |
| Storage Temperature | -40 ~ +50°C |

| Sender Properties | |
|---|---|
| Connection | 1 Gbps Ethernet |
| Control Mode | Cloud Based Control System |
| Input Media Types | HDMI input unit, mp4 file, png, jpeg, avi, mov |

| HDMI Input Unit | |
|---|---|
| Size | 115 x 115 x 49 mm |
| Connection | 1 Gbps Ethernet |
| Control Mode | Standalone Automatic |
| Input Media Types | HDMI 1080p30 |

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