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**LOS ANGELES MEMORIAL COLISEUM UPGRADES VIDEO
BOARD, TUNNEL SIGN, REFURBISHES PERISTYLE AREA**

Los Angeles, CA – Its long term lease with USC just recently finalized, the Los Angeles Memorial Coliseum has already completed a major improvement. The main videoboard, located at the famed Coliseum peristyle, has been replaced with a state of the art, LED display, offering a drastically improved picture on its 44' high by 33' wide surface, thereby enhancing the patron experience.

The new display, manufactured and installed by Optec and featuring high-definition 16mm resolution, now occupies the space of its predecessor. In addition to its seamless look, the new technology also provides the added advantage of providing a picture that retains good quality and contrast in direct sunlight, a major consideration in a venue where afternoon games are a frequent occurrence. The 16mm resolution of the new installation puts it at the upper echelon of displays found in venues hosting NCAA teams, as well as of new installations country-wide.

Further, in order to freshen the look of the videoboard, scoreboard and entire peristyle when viewed from both inside and outside the fenceline, the Coliseum contracted

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with Sign Methods, Inc. to perform substantial cosmetic improvements. The structures housing the scoreboard, game clock and videoboard have all been primed, patched where necessary, and repainted. In addition to providing a more attractive backdrop for patrons as they view pertinent game information, the improvements also provide a substantial visual upgrade for those viewing the peristyle from outside the eastern side of the stadium – especially from Christmas Tree Lane, the very area occupied by the USC Trojans’ Fan Fest.

And, as athletes emerge from the Coliseum tunnel to make their way onto the field, fans will notice the tunnel features an upgraded look as they do so. The previous display has been replaced by an LED structure that will enlarge the surface area to 5’ high by 45’ wide and provide enhanced game information.

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