

Live Ashes Scores in Sydney, Melbourne and Brisbane

LED-Signs has just completed an outstanding and complex project that involved multiple stakeholders and resulted in a series of impressive scoreboards that simultaneously display up to the minute Ashes scores across the eastern seaboard.

These three supersized displays are positioned in key locations on Sydney's George St, St Kilda in Melbourne and opposite The Gabba in Brisbane and are linked into a Live Ashes Scoreboards competition being run by Victoria Bitter.

LED-Signs supplied three 7.2 by 0.7 metre and three 3.2 x 0.7 metre, 31mm pitch, outdoor, single colour LED screens to display the live scores. The three billboard displays are an impressive 6 meters high by 15 meters wide and have been inspired by Adelaide Oval's 100 year old scoreboard.

Critical to this project was the custom software development and an online hosting solution by LED-Signs. This system allows live scores from the Cricket Australia data feed to be displayed simultaneously on the three scoreboards.

LED-Signs worked on this complex project with multiple stakeholders - APN Outdoor, oOh! Media, MediaCom, Buzz Connected, Clemenger Group, Liquid Ideas and Carlton & United Breweries.



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