

Commonwealth Stadium – Case Study



Overview

Commonwealth Stadium is one of Canada's premier sports and entertainment venues, hosting professional football, international sporting events, concerts, and large-scale community gatherings.

To enhance the fan experience and expand sponsorship opportunities, stadium leadership undertook a major digital modernization initiative. They partnered with **VueTronic**, a Canadian LED display manufacturer and full-service provider, to design, manufacture, and install a network of mission-critical digital signage solutions throughout the facility.

The result was a dramatic transformation that elevated the visual impact of the venue while preserving the integrity of one of Canada's most recognizable stadiums.

The Challenge

Commonwealth Stadium sought to upgrade multiple areas throughout the facility with modern digital LED displays while meeting several demanding requirements:

- Perform reliably in Alberta's extreme weather conditions
- Improve the visual appeal of the venue
- Integrate with existing facility infrastructure
- Increase sponsor visibility and advertising revenue
- Support real-time content updates and replays
- Enhance the game-day experience for fans

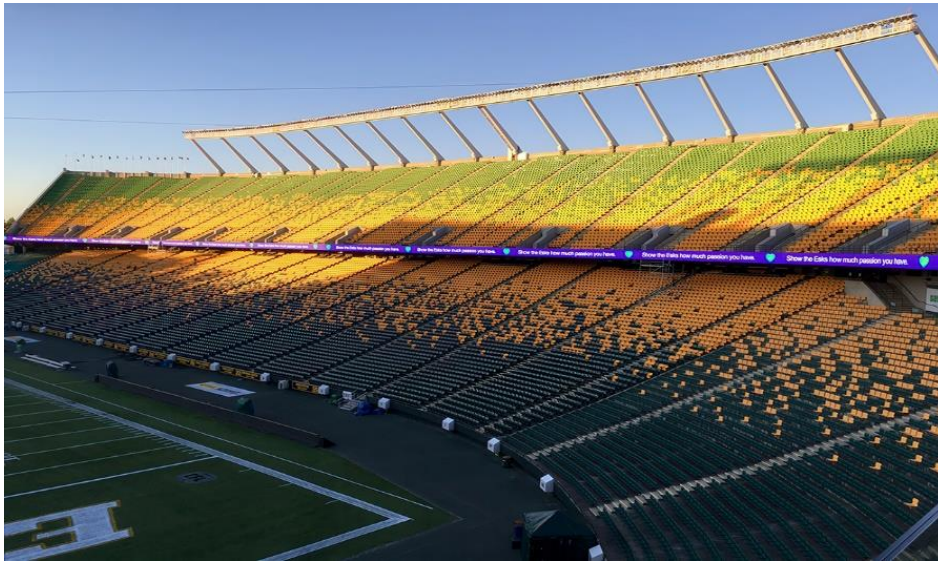
The VueTronic Solution

VueTronic designed, manufactured, and installed, a full suite of custom LED display solutions throughout the stadium, including:

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Power Ring

A high-resolution digital power ring that became one of the venue's most recognizable architectural features with 1,220 linear feet of LED displays while preserving the original structure.



Impact-Bearing Sideline Signage

264 linear feet of specialized field-level LED boards designed to withstand player contact and deliver dynamic sponsor messaging.



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Digital Ticket Window Marquees

Four 4' x 24' LED marquees were installed above the ticket booths providing real-time ticketing information and event messaging to improve customer communication.



Pylon Displays

Two 8'x12' LED pylon inserts modernized the stadium exterior enhanced wayfinding,



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Main Concourse Video Wall

A 12-secreen, 55-inch large-format video wall enhanced the premium hospitality experience by delivering live game feeds, promotional content, and event-specific messaging.



Statistical Board

Two (2) 8'x 25' LED statistical boards were paired with **VueTronic custom designed software**, allowing staff to access and display player statistics with only a few keystrokes presenting real-time game statistics with exceptional clarity for fans, media, and broadcasters.



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Results

The new LED displays modernized the facility, elevated fan experience, generated advertising and sponsorship revenue for the organization, and strengthened the stadium's ability to host world-class sporting and entertainment events.

Client Testimonial

“**VueTronic** has been an outstanding partner in modernizing Commonwealth Stadium.

What sets **VueTronic** apart is the quality of their displays, their technical expertise, and their exceptional responsiveness and customer service.

We are extremely pleased with the results, and **VueTronic** continues to impress us with their ongoing support. We highly recommend **VueTronic** and their displays for projects of any size.”

— Allan Watt

Director & Chief Operating Officer, Commonwealth Stadium

Conclusion

VueTronic is your trusted resource for LED displays. We are LED Experts.