
Arena District Getting Jumbotron Upgrade

By Walker Evans



Nationwide Realty Investors began installation of the new outdoor video display boards that will feature a 30-foot wide by 16 foot 8 inch tall screen, and five separate large format LED-lit billboards in the Arena District.

Nationwide Realty Investors (NRI) began installing new outdoor video display boards in the Arena District over the weekend, replacing the iconic visuals mounted on Nationwide Boulevard, just west of Front Street. The new high definition display will feature a new 30-foot wide by 16 foot 8 inch tall screen, and five separate large format LED-lit billboards.

"We are excited about this new investment," said Brian Ellis, President and COO at NRI. "The display technology has improved greatly since we hung the original Arena

District TV screen back in 2001. We saw an opportunity to rethink the entire presentation of both video content and billboard advertising with much more than just a facelift. We are evolving the entire look and feel of the wall."

The installation process will continue throughout the week, with a targeted completion planned for November 1.

For more information, visit www.arenadistrict.com.