

National Sports Center

BrightSign and REACH teamed to power a massive digital signage network at the National Sports Center (NSC). Located in Blaine, MN, the NSC is the world's largest amateur sports and meeting facility.

Coordinating more than 100 unique programs and events, as well as hosting numerous national and international competitions, the NSC campus draws more than 4M visitors annually. The NSC is an innovative and unique complex where digital signage communication is key to its success.

One of the NSC's newest improvements to its signage network is the deployment and use of BrightSign's digital signage media players. In concert with the REACH content management software, more than 30 displays across the campus deliver real-time daily schedule information, important announcements, upcoming events, live scores, alerts, promotional videos and social media updates.

"The BrightSign/REACH solution has gone above and beyond our expectations – with simplicity, reliability and affordability, we are able to accomplish our communication goals," said John Connelly, director of sales and development of the National Sports Center. "I love the ability to integrate multiple communication channels, as well as our facility management software, within each player. Our digital signage system is critical to communicate and direct our four million visitors with our digital signage screens. We are excited to see continuous growth in our partnership with BrightSign and REACH."



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