

THE COLISEUM Carrollton, GA

4mm CENTERHUNG 9'5" x 17'



University of West Georgia

selected Watchfire to manufacture a four-sided center hung display for The Coliseum, one of the largest indoor arenas and event spaces in Georgia.

The Coliseum, located on the Carrollton, Ga. campus, is home to the University of West Georgia's indoor sports teams, including men's and women's basketball and volleyball, as well as cheerleading. The 6,500 seat facility also hosts showcase events, including university and high school commencements, concerts, and high school athletic playoffs and championships.

The university originally intended to simply add an end zone digital display to the facility in order to enhance the audience experience at concerts and other events.

"It was distracting for the audience to look to the jumbotron in the middle of the room instead of the stage," said Trent Ross, director of The Coliseum. "However, once we saw the new technology it was obvious that the center hung display was aging and should be replaced at the same time."

UWG selected SignWorks Pro, of Carrollton, Ga., to design, fabricate and install the signs. SignWorks Pro specified Watchfire Signs for the digital displays.

"We've been a Watchfire authorized dealer for more than 15 years, and appreciate Watchfire's quality and outstanding service," said Adam Billingsly, chief operations officer of SignWorks Pro. "Watchfire's products are reliable, and their support and service are very responsive."

The Coliseum's display delivers an enhanced game-day experience, with the ability to show live crowd shots and court side reporting, as well as player photos and stats, eye-catching graphics and sponsorships. The screen can be programmed into multiple content zones capable of displaying scores, live video and sponsorship information all at the same time.

SignWorks Pro retrofitted the original frame with the new displays. "The overall size of the center hung display didn't change, but we doubled the size of the digital message center on each side simply by eliminating the fixed digit portion," said Ross. "It's quite impressive."

"The new displays are real showpieces and are higher resolution than many professional sport facilities."

**TRENT ROSS | DIRECTOR
THE COLISEUM - CARROLLTON, GA**