Case Study
Incheon SK Happy Dream Park

Incheon’s new landmark

Overview
On March 20, when the 2016 professional baseball season was about to start, SK Wyverns, a Korean Baseball club introduced a new electronic display board dubbed “Big Board” at Incheon SK Happy Dream Park before the exhibition game. The “Big Board” is a SMART Signage (digital billboard) system and boasts a breathtaking size (63.398m wide, 17962m, total area of 1,138.75m²). The introduction of the “Big Board” gave Incheon SK Happy Dream Park the title of “Having the World’s Largest Electronic Display Board,”* a record that previously belonged to the Seattle Mariners in the Major League. The screen is equivalent to 3 basketball courts in size.

* as of Mar 2016

Technology Highlights
- Superior picture quality and visibility with calibration technology
- Strong durability lasting 24/7 operation and up to 100,000 hours
- Bezel-less design allows to customize the display
- Monitoring and controlling technology

Customer Needs
As the Korean baseball league surpassed the six-million mark in attendance for the eighth year running, each baseball club is trying harder than ever to attract more spectators through aggressive marketing activities based on expanded stadium infrastructure. Incheon SK Happy Dream Park wanted to receive a lot of attention for installing the world’s largest electronic display board in the stadium, setting a milestone in the history of the Korean baseball league as well as providing clear visibility and spectators satisfaction.

About SK Happy Dream Park
A home ground of SK Wyverns, a Korean baseball club in Incheon, South Korea.
At the time of the design, it was based on the Los Angeles Dodger Stadium and is slightly larger than average in the professional baseball field, and is a natural grass baseball field.
The electronic display board plays an important role not just in the baseball stadium but also in all sports stadium. The electronic display board is used in various ways to show scores and customized information at the right time; help communicate with spectators; and promote brands. “I feel like I am watching the game through a smart TV at home. It is breathtaking because everything is big and vivid on the display,” said a spectator in Incheon SK Happy Dream Park. Officials from the SK Wyverns noticed a positive response from spectators, and hope that the Big Board would help attract attention from advertisers.

The Big Board, made of Samsung SMART LED Signage in ultra-high definition, has become the face of Incheon SK Happy Dream Park.

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