



Product

Planar Powered
By Lighthouse
LED Video Screens

Location

Wichita, Kansas

Industry

Sports Venue

Application

Scoreboard
Digital Signage

Partner

Lighthouse

Wichita Wind Surge Integrate Massive LED Scoreboard in New Ballpark Stadium

Wichita Wind Surge Riverfront Stadium

Following a 12-season absence, Minor League Baseball has returned to Wichita, Kansas. With the relocation of the New Orleans Baby Cakes, the Triple-A affiliate of the Miami Marlins comes to Wichita with a new name—the Wind Surge—and will play their games at a new \$90 million stadium. Built at the site where Lawrence-Dumont Stadium formerly stood, the new 10,000-seat Riverfront Stadium was completed in March 2020 and features luxury suites in addition to other amenities. To drive excitement and engage fans in Riverfront Stadium, outdoor LED video wall technology from Planar and Lighthouse was integrated throughout the ballpark. The installations include a nearly 80-foot-wide, 35-foot-tall outdoor LED scoreboard with a 16mm pixel pitch as well as two 90-foot LED ribbon boards with a 16mm pixel pitch. The LED scoreboard is installed over left field and the two LED ribbon boards are mounted on the stadium’s second level facade, extending down each line above home plate.



LED scoreboard provides a vivid ballpark centerpiece

The large LED scoreboard was a key component of the new stadium design, according to Jordan Kobritz, partner and senior advisor to CBI Investors Limited Partnership, the parent company of the Wichita Wind Surge.

“The impact of the scoreboard is difficult to describe. You really have to see it to appreciate it,” he said.

In today’s day and age, where visual technology has become an integral part of the gameday atmosphere in sports stadiums, a dynamic scoreboard is critical in baseball for meeting fan expectations for high-resolution replays and game statistics.

“Baseball has a different pace than other sports and there is a lot of downtime between pitches when fans are likely to have their eyes on the scoreboard,” Kobritz said. “That’s why it is so important to get it right.”

As the visual centerpiece for Riverfront Stadium, the LED scoreboard delivered on everything the team ownership had envisioned, Kobritz said. “We are absolutely thrilled. The color is vivid and the picture is very clear. The impact of the scoreboard is difficult to describe. You really have to see it to appreciate it.”

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Partner and Senior Advisor to CBI Investors
Limited Partnership,
parent company of the Wichita Wind Surge*

Creating partnership opportunities

The LED scoreboard and two LED ribbon boards are anticipated to drive advertising and sponsorship opportunities. “In addition to entertaining the fans, the LED installations represent a potential revenue stream for the club,” Kobritz said. “It’s an opportunity to incorporate sponsors as a part of the in-game experience.”

Beyond baseball, Kobritz said the LED scoreboard will also be utilized to support other events held at the stadium. “We are completely satisfied with the service and support from Planar,” he said. “We can’t wait to use the LED scoreboard and ribbon boards in front of a full house.”

