



**Product**

Planar TVF Series

**Location**

Morgantown,  
West Virginia

**Industry**

Higher Education  
Sports Venue

**Application**

Student Athlete Experience  
& Recruitment  
Visitor Engagement

**Partner**

BrightTree Studios  
The S/L/A/M Collaborative  
March Westin

Upgrades to West Virginia University's Milan Puskar Center feature Impressive Array of Planar LED Video Walls

## Milan Puskar Center at West Virginia University

West Virginia University (WVU) recently unveiled its renovated Milan Puskar Center, home to Mountaineer football. The \$37.5 million project features a range of improvements and new additions including a modernized locker room and team lounge, an upgraded athletic training room and new hydrotherapy center, remodeled coaches' offices and a reimagined exhibit space.

The updates serve to transform the football player experience while engaging fans and donors in new and exciting ways. Crucially, the project gives the university's football program a fresh competitive edge for recruiting top talent, with new state-of-the-art athletic amenities that rival those at other programs in the Big 12 Conference. Design and branding play a key role throughout the revamped environment and include leading LED video wall technology from Planar.

"This was the most comprehensive renovation that we've ever done that directly benefits our football program," said April Messerly, WVU senior associate athletics director for capital projects, facilities and event management. "Our vision was to make the Puskar Center relevant, up-to-date and one of the best football facilities in the country."



## Hall of Traditions

The history and passion of Mountaineer football are celebrated in the Puskar Center's Hall of Traditions. Previously located in the rear of the building, the renovation gave WVU the opportunity to give the exhibit a makeover and move it to the front entrance. The redesigned look merges historic memorabilia and trophy displays with digital elements to create an immersive experience for Mountaineer fans and recruits alike.

The centerpiece of the new and improved Hall of Traditions is a nearly 38-foot-long, 9-foot-high Planar® TVF Series LED video wall with a 2.5mm pixel pitch (TVF2.5) in a 19x8 configuration. Installed by BrightTree Studios, the large LED video wall serves a variety of uses and incorporates an interactive component for fan engagement. By operating a touch football console, visitors can explore WVU football highlights on the LED screen including some of the team's greatest wins and most historic moments.

"The Hall of Traditions is essentially our museum about WVU football," Messerly said. "It speaks to fan interaction, but with the ability to easily change what we want to display on the large board, it can become a space for recruiting weekends or fundraiser events. The technology really adds a dimension of flexibility that we previously didn't have."

In addition to providing an outreach function and an area to bring donors and boosters to on game days, the Hall of Traditions represents the starting point of WVU's recruiting path, according to BrightTree Studios Managing Principal Consultant David Vargo. "The LED video wall engages student recruits as soon as they step foot inside, and as they make their way through the Puskar Center and ultimately to the locker room, the technology follows them and works to draw them in."

*"The technology really adds a dimension of flexibility that we previously didn't have."*

*— April Messerly, Senior Associate Athletics Director for Capital Projects, Facilities and Event Management, West Virginia University*



## Lobby Portrait LED Video Wall

Past the Hall of Traditions and further into the building is a lobby area where BrightTree installed a towering Planar TVF Series LED video wall in portrait orientation that is nearly 12-foot-long and 17-foot-high (6x15) with a 2.5mm pixel pitch (TVF2.5).

The lobby LED video wall is located immediately adjacent to an open double-story stairwell and gives WVU a large digital canvas that can be easily customized, according to Vargo. “They can display branded content, welcome messages or show highlights in a window. It has a ton of sources,” he said.

“This one is our wow factor,” Messerly said. “It’s great for our recruits to see, but it’s also great for our donors and our premium guests. On game days, folks who have premium seating in our Hartley Club area walk right past that video wall. We can display custom content targeting both groups.”

*“It’s like turning the locker room into a nightclub.”*

— David Vargo, Managing Principal  
Consultant, BrightTree Studios

## New Locker Room Experience Drives Excitement

WVU’s commitment to its football program and players is showcased in the upgraded locker room, where five Planar TVF Series LED video walls with a 1.5mm pixel pitch (TVF1.5) turn a previously outdated space into a dynamic, technology-infused environment. The installations include a main video wall that is nearly 16-foot-long and 7-foot-high (8x6) flanked by four ‘end cap’ video walls (located the end of a row of lockers) in portrait orientation, each nearly 4-foot-long and 7-foot-high (4x6).

For driving content, BrightTree incorporated show production software from media server manufacturer Green Hippo, allowing WVU to play synchronized videos across the displays—perfect for recruiting or for generating pre-game hype. “The videos are programmed to play in sync with music, game audio and LED lighting,” Vargo said. “It’s like turning the locker room into a nightclub.”



To safeguard the video walls during pre-game preparations or post-game celebrations, BrightTree specified Planar® ERO-LED™ (Extended Ruggedness and Optics™), a proprietary protective coating that adds durability to the displays. “Knowing that we have that protection is a huge plus. Planar’s support on both the design and the installation was really valuable,” Vargo said.

“The video walls make that locker room experience,” Messerly said. “It’s an incredible space and I really applaud everybody for working together to get it right. The finishes, the technology and the sound system all work so well together. It brings a lot of excitement, and we couldn’t be prouder of the outcome.”

## About the Planar TVF Series

The Planar TVF Series is an award-winning family of fine pitch LED video wall displays that provide visual excellence for every application. Featuring a cableless and stackable design, Planar TVF Series video walls are assembled with a single-step process to connect embedded power and signal connectors from cabinet to cabinet, reducing the complexity of installation and vertical alignment. With front serviceability and a slim profile of less than three inches, the Planar TVF Series reduces the overall video wall footprint and servicing space required behind the wall—making it simpler to fit in more spaces compared to other video wall solutions. Planar TVF Series video walls are covered by Planar® EverCare™ Lifetime Limited Warranty, which is designed to deliver total assurance for customers while reducing their lifetime cost of ownership. Planar EverCare is comprehensive and covers the entire product—from controller to sub-pixel and every component in between—as long as the end customer continues to own and use it in a fixed location.