



Rangers Football Club
Ibrox Stadium
150 Edmiston Drive
Glasgow
G51 2XD

New Edmiston House external media wall usage supporting statement.

As part of the Rangers Football Club New Edmiston House development, designs for the completed project include the installation of an external LED media wall screen. The usage of which is supported via the information below.

Background

The media wall will form part of the existing advertising media already existing on the site of Ibrox Stadium, currently composed of traditional 'paper & paste' billboards.



Artist impression of completed development

Proposal

In line with Rangers Football Clubs plans to create a best in class multi-purpose venue. Coupled with the evolution of outdoor media away from traditional means. The Media wall will in essence form part of the external upper walling of the development, it will not be a free-standing independent structure.

The display will show a variety of media to support matches in the stadium, & events in New Edmiston House which will operate independently on non matchdays.

The display will show a variety of content. Predominantly still images, with some video & animation. (*Samples below*).

The display comes with sophisticated control software which controls & monitors content, including luminance levels. The display can & will be set to be sensitive to ambient light levels, and will be set at the very least within parameters in accordance with planning conditions. Whilst also being suitable for the surrounding area.



Artist impression of completed development



Sample Content



Sample Content