



Aura™



emerald
**HEADINGLEY
STADIUM**

DIGITAL SIGNAGE STADIUM

Emerald Headingley Stadium wanted a comprehensive solution for all areas of the stadium, providing digital video streams and 'managed content' enabling live TV coverage, game highlights, touch screen facility information and targeted advertising.



Stadium Wide
Digital Signage



QR Code
Integration



9 Screen Video
Wall



AURA DELIVERS 'WORLD CLASS' DIGITAL SOLUTIONS TO HEADINGLEY INTERNATIONAL SPORTS STADIUM.

One of the most famous Stadium complexes in the world of sport, it hosts both international rugby and test cricket, connected by its unique two-sided central stand.

Aura's digital solutions provide Headingley with 'world-class' communication platforms for match day visitors and corporate guests.

Our digital video streams and 'managed content' enables live TV coverage, game highlights, touch screen facility information and targeted advertising across all displays throughout the Stadium. With these functionalities in place, Headingley can also provide guests with a personalised experience such as customised welcome messages and inspirational matchday quotes.



QR codes are placed inside Headingley's 12 private boxes providing visitors with the ability to control the displays from their mobile devices.

James Eaton, Marketing Executive at Headingley commented 'we love the flexibility that the solution provides, we

can even manage content via the mobile app - it's that easy and gives our guests a seamless experience'.

Contact us

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