



# news release

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dodger stadium — july 8th

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## FOR IMMEDIATE RELEASE

A revolutionary \$3 million full-color video display system with the fidelity and infinite flexibility of a television screen will be installed at Dodger Stadium by Mitsubishi Electric and be presented for the first time at the 1980 All-Star Game.

The full-color video display system will be a revolution in visual means communications.

Mitsubishi and the Dodgers made the announcement today and said work will begin immediately so the new system can make its official debut at the All-Star Game on July 8th. It will be the first All-Star Game ever at Dodger Stadium and the presentation of the full-color system will add to the magnitude of the All-Star activity.

The size of the video display system screen will be 20 feet high and 28 feet wide and will be enlarged to 25 feet by 33 feet for the 1981 season.

Instant replays for Dodger Stadium fans, display close-ups of the key plays and players and information on other Major League games and sporting and news events will be only a few features of the new system. And all of this will be in full color. Color images are obtained from monitor cameras and video tape recorders.

Mitsubishi Electric is regarded as a leader in computer control technology in the field of video display.

When Dodger Stadium was opened in 1962 the message board was regarded as one of the finest outdoor boards in the world.

The new system revolutionizes the on-off incandescent bulb displays used in most sports facilities as well as the primary color displays that have made recent

more

appearances.

The new video display system will offer a high-resolution TV-quality image that is visible even in full daylight. Total consumption of energy is only a fraction of that of conventional light-bulb displays. Electric power consumption of the new color TV tube is about one-tenth of that of an incandescent bulb.

Character displays are computer controlled, giving a high degree of program flexibility plus the same legibility obtained by TV broadcast studios.

Final arrangements for the installation of the video display system were worked out when Dodger President Peter O'Malley--along with Vice President Fred Claire, Director of Stadium Operations Bob Smith and Administrative Assistant Ike Ikuhara--made a trip to Japan recently.

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