



Nike's Zoom City Arena, NY, USA

LED floor built for Nike basketball project in New York City

Erected at the beginning of 2015, Nike's Zoom City Arena housed 500sqm of LED floor for a temporary basketball project in the Big Apple.

500 square metres of digiLED Kappa9 LED floor was purchased by Creative Technology Los Angeles (CTLA) on behalf of their client Production Glue for use in Nike's latest basketball project at their Zoom City pop-up arena located in downtown Manhattan, NY.

The LED floor product installed for the event had a pixel pitch of 9.3mm and brightness levels reaching 3000 NITS. The floor's smooth black glass module covering means it is durable enough to support the strength and movement of the world's top basketball professionals who were promoting Nike ahead of the NBA All-Star game week.

"We needed a bright, high contrast LED floor that would look great on TV, which could not only withstand an action-packed basketball game, but could also offer the durability that our customer needed," explained Graham Andrews, CLTA CEO. "We approached Graham Burgess at digiLED, knowing that their experience of the products available in the Far East would mean we could source the right product, from the right supplier at a competitive price."

The screen was created to meet basketball regulation court dimensions and innovatively designed to present customised content and interactive training drills.

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