



For Immediate Release

SPECTRA BY COMCAST SPECTACOR PARTNERS WITH ANC TO DESIGN AND INTEGRATE NEW CENTER-HUNG SCOREBOARD AT CROSS INSURANCE ARENA

(Portland, Maine) – November 21, 2016 – Spectra by Comcast Spectacor, the providers of Venue Management to the Cross Insurance Arena, today unveiled a new video display system that will be used for all sporting events at the facility, including University of Maine Black Bears men’s hockey games.

Spectra partnered with ANC to integrate a new video display system, highlighted by a center-hung display that features four main video screens measuring 12.60’ high by 15.75’ wide.

The center-hung is complemented by eight LED ribbon displays, which will be utilized throughout the arena for real-time statistics, crowd entertainment, and advertising messages.

The renovation included a complete new in-house video production system which enables HD quality live video and instant replays.

“As an established partner of Spectra, ANC stood out for their ability to create a display that will take Cross Insurance Arena to the next level,” said Spectra’s Matt Herpich, General Manager, Cross Insurance Arena. “The new display system will empower Spectra and the sports tenants that play at Cross Insurance Arena to create an immersive environment for a variety of sporting and entertainment events hosted at the arena.”

Through a multi-year partnership, ANC’s creative services division will develop content for the video display system, including dynamic content, statistical templates and sponsor graphics. The video display system will be operated through ANC’s award-winning vSOFT™ operating system, creating an immersive fan experience.

“We are excited to bring state of the art LED displays to the Cross Insurance Arena,” said Dave Watroba, Vice President Sales, ANC. “Building upon our relationship with Spectra, we look forward to partnering on another center-hung display system, along with developing content to create an engaging environment for all visitors of Cross Insurance Arena.”

A long-time partner of Spectra by Comcast Spectacor, ANC designed, installed, and maintains the LED video display system at the company’s flagship arena, the Wells Fargo Center, home of the Philadelphia Flyers and 76ers. Spectra partners with ANC at 4 other properties across North America including Liacouras Center at Temple University, Abbotsford Centre in Abbotsford, BC, PPL Center, Allentown, PA and XL Center, Hartford, CT.

Upcoming Events at the Cross Insurance Arena

UMaine Men’s Hockey vs Brown – November 26

Five Finger Death Punch w/Shine Down & Sixx AM and As Lions – November 27

Disney Live! 2PM and 5PM – December 1

Chris Young w/ Dustin Lynch and Cassadee Pope – December 2

UMAINE Men’s Basketball vs QUINNIPAC – December 18

Disney on Ice – January 5- 8

Portland on Tap – January 28

Brantley Gilbert – February 4

UMaine Men’s Hockey vs. Notre Dame – February 10

Panic! At The Disco – February 26
Harlem Globetrotters – March 12
TRAXXAS MONSTER TRUCKS – April 21 & 22

ANC

ANC provides integrated signage, design, and marketing solutions to sports, entertainment, retail and transportation facilities. Among ANC's recent projects include the Seattle Mariners (largest HD video display in MLB); Los Angeles Dodgers (most pixels per square foot in MLB); Cleveland Cavaliers (largest center-hung in the United States); Fulton Center (largest digital media network in a New York City transportation center); and Westfield World Trade Center (iconic digital media network).

About Comcast Spectacor

Comcast Spectacor is part of Comcast Corporation, a global media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, PA., Comcast Spectacor's three core businesses are the National Hockey League's Philadelphia Flyers, the Wells Fargo Center venue, and Spectra, the expert in hosting and entertainment through its Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement divisions. Visit us at ComcastSpectacor.com, PhiladelphiaFlyers.com and WellsFargoCenterPhilly.com for more information.

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