

AMERICAN AIRLINES CENTER

# PRESS RELEASE



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### NEW STATE-OF-THE-ART VIDEO BOARD HIGHLIGHTS AMERICAN AIRLINES CENTER \$20 MILLION UPGRADES

*Showstopping Display Part of Largest Upgrade in AAC History*

Press kit including B-roll and imagery [CLICK HERE](#).

**DALLAS (September 25, 2023)** - Elevated energy and enthusiasm surround American Airlines Center (AAC) following the most significant upgrade in the 22-year history of the downtown Dallas arena. Leadership from the Dallas Mavericks, Dallas Stars and American Airlines Center unveiled the centerpiece of the renovation, a state-of-the-art, super-high resolution video board. The \$10 million showstopping scoreboard is part of an overall \$20 million investment in American Airlines Center improvements over the last twelve months.

The unveiling of the larger-than-life video board, new seating and other renovations prove the perfect way to ignite the countdown to the start of both the Dallas Stars and Dallas Mavericks upcoming seasons.

“Mavericks fans expect and deserve a first-class experience and championship effort every time they walk into American Airlines Center,” said Cynt Marshall, CEO, Dallas Mavericks. “This impressive new video board and additional upgrades will prove awe-inspiring to every Mavericks fan entering AAC. We cannot wait to welcome our fans home and share these incredible enhancements.”

“Stars fans are at the heart of everything we do, and these upgrades will ensure their time spent in American Airlines Center is second to none,” said Brad Alberts, President and CEO, Dallas Stars. “We are incredibly excited these updates will deliver an unparalleled experience for our fans, elevating the energy at every Dallas Stars home game.”

Measuring over 44 feet long, 31 feet wide and 26 feet tall, the Samsung video board is thirty percent larger than the scoreboard it replaces. A 360-degree display highlights the four-sided video board, allowing for unique and immersive presentations enhancing the fan experience. Nested screens inside the scoreboard engage fans and players sitting courtside or rinkside, ensuring everyone great views of the action and digital displays.

“The largest upgrade in the history of American Airlines Center is nothing short of spectacular, starting with the cutting-edge technology of the new video board,” said Dave Brown, Chief Operating Officer and General Manager of American Airlines Center. “The exhilaration surrounding the new video board, seats and additional amenities ensure AAC remains a hub of excitement, entertainment and unforgettable moments.”

American Airlines Center replaced all 19,134 seats with new ergonomically enhanced chairs. The updated seats provide fans with greater comfort with improved cushioning and material resistant to spills, stains and cuts.

Additional upgrades debuting at American Airlines Center include two interior large-format video boards measuring 21 feet high by 72 feet wide in each end of the arena, 1,000 feet of LED Fascia wrapping the bowl, a new fifty-foot wide exterior Victory Plaza Marquee Display, enhanced sound capabilities, an updated roof and other amenities.

“Leading venue operators and sports properties are realizing that enhancing their digital display systems is a necessity when modernizing the venue,” said Jerry Cifarelli Jr., CEO of ANC & C/10 Media. “Improving the atmosphere for fans, and impacting the bottom line by providing new and existing marketing partners with enhanced value is key.”

Since opening in 2001, American Airlines Center has proved a transformational building in downtown Dallas, hosting 180 events annually. Ranking in the top five of highest revenue-generating arenas in the United States, AAC consistently stands as one of the busiest arenas in the world.

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### **About American Airlines Center**

Designed by architectural wizard David M. Schwarz and Dallas based HKS, Inc., American Airlines Center is considered one of the nation's top arenas. Since opening its doors in 2001, the Center has been setting the precedent for sporting and live entertainment events. Bringing in a wide variety of big name shows as well as being home of both the Dallas Mavericks and Dallas Stars, American Airlines Center consistently displays its unique versatility. Billboard Magazine named American Airlines Center the 6th busiest arena in the world in 2022.

### **About Dallas Stars**

The Dallas Stars are a professional ice hockey team located in Dallas, Texas that plays in the National Hockey League (NHL). Founded in 1967 as the Minnesota North Stars, the team was part of the NHL's first wave of expansion franchises and relocated to Texas in 1993. Since moving to Dallas, the Stars have played a transformative role in the growth of hockey in the southern United States through grassroots efforts, community involvement and tremendous fan support. Over the last 30 years, the club has made 18 playoff appearances, won eight division titles, captured two Presidents' Trophies, three conference championships and won the 1999 Stanley Cup.

### **About Dallas Mavericks**

The Dallas Mavericks are a first-class global sports and entertainment organization providing memorable experiences for fans worldwide. The Mavs compete in the National Basketball Association as a member of the Western Conference and play at American Airlines Center under the direction of Coach Jason Kidd, General Manager Nico Harrison, CEO Cynt Marshall and Governor Mark Cuban. Since the inaugural season in 1980- 81, the Mavs have won four division titles, two conference championships and one NBA championship in 2011. In addition to on-court success, the Mavs are committed to making a difference in North Texas through community programs and the Mavs Foundation. For more information on Dallas Mavericks players, staff, stats and tickets, visit [mavs.com](http://mavs.com).

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