



ATS PRO Project Highlight



NEW ORLEANS, LA - The New Orleans Fairgrounds is gearing up for this year's racing season with the installation of a state-of-the-art 150' ATS-Pro OOH outdoor direct view video board, following the successful 2024 Jazzfest. This cutting-edge installation enhances the visual experience for attendees, providing crystal-clear, high-definition displays.

Special thanks to the teams at PSX-Audio Visual and Boesche Construction for their exceptional work in the build and integration of this impressive video board. Additionally, we thank J.Esher Consulting, LLC, for their expert design and consultancy services, which were pivotal to the project's success.

The installation features fixed outdoor OOH Series panels known for their state-of-the-art performance. The white color frame reflects sunlight, significantly reducing heat generated within the panel and lowering power consumption by over 30%, ensuring energy efficiency. The aluminum module chassis and panel frame accelerate heat dissipation, enhancing the lifespan of the panels by maintaining optimal operating conditions. The waterproof technology, including waterproof connectors and outdoor-rated power and data cables, ensures stable operation in various weather conditions. Additionally, a strategically placed drain hole at the bottom of the panel prevents water ponding.

This installation at the New Orleans Fairgrounds represents a significant advancement in outdoor display technology, combining superior performance with innovative design features. The collaboration between ATS-Pro, PSX-Audio Visual, Boesche Construction, and J.Esher Consulting, LLC has resulted in a remarkable enhancement to the venue, promising an unforgettable visual experience for all attendees.



Learn More
Contact Us
Follow Us

ats-pro.com
1-800-755-3235
[in linkedin.com/company/atsproled](https://www.linkedin.com/company/atsproled)
[@instagram.com/atsproled](https://www.instagram.com/atsproled)
[f facebook.com/atsproled](https://www.facebook.com/atsproled)
[@atsproled](https://twitter.com/atsproled)

