



ATS PRO Project Highlight



NEW ORLEANS, LA - Dive into the electrifying atmosphere of the Smoothie King Center, home of the Pelicans, with our monumental outdoor 10mm marquee displays. Measuring an awe-inspiring 95 feet wide by 50 feet high, these two massive Jumbotrons amplify the excitement in the city of New Orleans. A huge shoutout to our partners at PSX Inc. for their invaluable support in bringing this project to life!

Smoothie King Center is a premier multi-purpose indoor arena located in the heart of New Orleans' Central Business District, adjacent to the iconic Caesars Superdome. Opened in 1999 as the New Orleans Arena, it has been the home of the New Orleans Pelicans of the National Basketball Association since 2002. The arena hosts a wide array of events, including concerts, family shows, and sporting events, making it a central hub for entertainment in the city.

The installation of the colossal 10mm marquee displays at the Smoothie King Center significantly enhances the visual experience for fans and visitors. These high-resolution screens provide vibrant, dynamic content that captures the energy and spirit of live events. Whether showcasing game highlights, interactive fan experiences, or promotional content, the Jumbotrons play a pivotal role in engaging audiences and elevating the overall atmosphere. This project underscores our commitment to delivering cutting-edge display technology that transforms public spaces and enhances community engagement.



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