

NANOLUMENS ILLUMINATES THE DRAFTKINGS EXPERIENCE AT WRIGLEY FIELD

DRAFT KINGS WRIGLEYVILLE CASE STUDY

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INTRODUCTION



Nanolumens compliments historic charm with cutting-edge innovation at DraftKings Sportsbook at Wrigley Field.

THE VISION



DraftKings sought to create a flagship location for its daily fantasy sports and sports betting enthusiasts, set against the historic backdrop of one of America's oldest ballparks – Wrigley Field. The goal was to craft a space that blended the historic charm of Wrigley with cutting-edge technology, delivering an immersive sports-watching and betting experience. The result? A venue where fans could wager on baseball and a wide range of sports, including Premier League, NASCAR, UFC and more – all under one roof.

THE CORE TECHNOLOGY



DraftKings envisioned a venue where technology met tradition. At the core of this transformation was an expansive 2,000-square-foot curved LED display that was a focal point of the venue. This massive screen would simultaneously bring 25 games into view, offering stunning clarity with a resolution of 16,320 x 1,800. This ambitious vision required a display that could live up to the grandeur of the location while maintaining the historical integrity of Wrigley Field – a task only achievable through the cutting-edge solutions provided by Nanolumens.

NIXEL FLEX SERIES TECHNOLOGY



Nanolumens' Nixel Flex Series was the key to bringing DraftKings' vision to life. This flexible, customizable display technology offered the ability to create a curved screen that measured an astounding 134 feet wide by 15 feet high, featuring nearly 30 million pixels. The curvature of the display, coupled with its ultra-slim profile, allowed for seamless integration into the existing architecture, ensuring that this modern technology didn't overshadow the historic aesthetic of Wrigley Field.



PROJECT CHALLENGES

The project wasn't without its challenges. As a landmark over a century old, Wrigley Field required multiple layers of approvals from organizations like the National Park Service, the State Historic Preservation Office and the Commission on Chicago Landmarks. Gensler, the architectural firm behind the project, collaborated closely with these bodies to ensure that the integrity of Wrigley Field was maintained while introducing state-of-the-art technology.



“This project was, without a doubt, an extraordinary undertaking,” said Ken Newbury, senior vice president of technology and engineering for McCann Systems. “Nanolumens became involved early in the process, collaborating closely with the architects and designers. Strict architectural standards were enforced to align with Wrigley’s historic design, and to address these requirements, McCann and Nanolumens developed a custom bracket system, leveraging a 3D scan of the space to ensure seamless connectivity and functionality. Vertical posts and custom beam clamps were engineered to support the fully suspended installation, which features a dual-concave curve – a feat particularly challenging in a setting as unique as Wrigley.”

STRUCTURAL DESIGN AND EXECUTION

Newbury added, “While the LED installation itself was straightforward, the structural design and precise execution presented a one-of-a-kind challenge. Ultimately, with careful planning from Nanolumens, Gensler and McCann, and strategic design during the build phase, even the commissioning process was simplified, ensuring a smooth and successful implementation.”



OUTCOME

The end result was a seamless blend of old and new, where the DraftKings sportsbook appeared as an organic part of the ballpark’s infrastructure. The Nixel Flex display stretches from the ceiling to just a few feet above the bar area, offering a 178-degree viewing angle that ensures every fan in the venue has a perfect view, whether they are on the ground floor or the upper levels. This wasn’t just about creating a massive screen; it was about enhancing the fan experience. The display’s ability to simultaneously showcase up to 25 games, alongside real-time betting odds, scores, and other sports data, made it an essential part of the sportsbook’s appeal.

TESTIMONIALS



Jeff Denlea, vice president of hospitality strategy for Levy at Wrigley Field, said it best: “This is unique to the entire Midwest. The closest thing you get to this is Vegas.” The DraftKings sportsbook has successfully brought the excitement of Las Vegas sports betting to Chicago, giving sports fans an unparalleled experience in a location steeped in history.

TECHNOLOGY AND DESIGN IMPACT



Nanolumens’ Nixel Series was the perfect choice for this project. Known for its unmatched performance and boundless customizability, the Nixel Flex allowed DraftKings to create a truly immersive environment without compromising the ballpark’s iconic architecture. Whether it’s convex or concave curves or flat-panel displays, the Nixel Flex delivers on every front, providing a high-quality, immersive visual experience. With the Nixel Flex, Nanolumens has proven that they can meet the demands of any venue, even one as iconic and historically significant as Wrigley Field. By seamlessly blending modern technology with a century-old ballpark, Nanolumens helped DraftKings create a one-of-a-kind experience that will draw sports fans year-round, making it more than just a place to bet – it’s a destination.

ABOUT NANOLUMENS



Nanolumens is a US-Based LED design and manufacturer headquartered in Atlanta, Georgia. Nanolumens offers world-class screens across multiple market segments adding wonder to physical spaces. We're pioneers of the True Curve™ technology and are committed to being better. With a bold and visionary team of experts we will take your project, in all shapes and sizes, from concept to reality. We bring your creative visions to life, leaving a first and lasting impression.

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