

CASE STUDY

DALLAS COWBOYS' AT&T STADIUM REFRESH CONTINUES WITH NEW FAN-ENGAGING LG DISPLAYS

LG delivers maximum fan experiences throughout every area of the stadium, from the grand halls of the main level to suites, food service areas, concourses and beyond





As part of their game-changing refresh of AT&T Stadium in Arlington, Texas, the Dallas Cowboys have taken the fan viewing experience to the next level with striking new display installations. To bring their vision to life, they once again partnered with LG Electronics USA to deliver best-in-class fan engaging solutions throughout every area of the stadium. Highlights include the largest LG MAGNIT LED display in North America—with a second slated for installation in summer 2025—along with additional LG LED installations and approximately 1,000 new commercial-grade LG 4K LCD displays.

At AT&T Stadium, delivering a high-quality visitor experience is key to building fan loyalty, encouraging repeat attendance, and optimizing food and beverage performance. These priorities guided the latest refresh, which includes new display solutions from LG. This follows a major upgrade in 2021, when more than 1,000 LG UH Series commercial LCD displays were integrated to enhance the stadium's digital display network.

"The partnership between the Dallas Cowboys and LG continues to maximize the fan experience, connected by AT&T, wherever they are in the stadium — on the main level, in the suites, at a

food service concession, or on the concourses," said Matt Messick, CIO for the Dallas Cowboys. "With LG onboard as our official display partner — understanding fan behavior and delivering a product that is second to none — we can create engaging interactive fan experiences everywhere. When we are in the design process of remodeling clubs and suites, we must have an expert sitting side by side to help us plan, design, and execute. LG is that expert, allowing us to unlock new levels of revenue generation with our displays, and at the exact same time connecting with our fans on a completely new level."

Messick added: "We've come a long way in our quest to make this dream a reality, and now, with the addition of the new LG MAGNIT displays and further LG digital display solutions, we are taking the fan viewing experience to an entirely new level of excitement and engagement. Guests are overwhelmingly pleased with not only the brightness and openness of the environment, but also the consistency of the image quality on the displays, which keeps them connected to both the game and additional content. It's really raised the bar for the entire guest experience."



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Renowned for their durability and stunning visual performance, LG MAGNIT Micro LED displays are ideally suited for high-traffic areas and busy concourses throughout the stadium. Featuring advanced COB (Chip-on-Board) protective surface technology, the displays lock all LED pixels together under a laminated shielded coating, delivering best-in-class contrast ratios while enhancing durability. This robust design helps safeguard the pixels against common risks such as dust, electromagnetic interference, and physical impacts—even something as forceful as a golf ball strike. Such resilience is especially critical in public stadium areas, where minimizing the potential for accidental damage is essential.

“The renovation of the main concourse club lounges provided us with a unique opportunity to really amp up fan engagement, and so we suggested the LG MAGNIT Micro LED platform, which is customizable and allows for huge video surfaces. MAGNIT transformed the entire in-lounge fan experience, delivering large-scale game time interactions,” said Tom Bingham, Director, Vertical Markets at LG Electronics USA.

“One of the big attributes that LG was able to bring to the table with our partners was the behind-the-scenes technology improvements,” Bingham continued. “Our webOS platform allows us to increase the guest experience in the suites by providing the flexibility to have multiple live video

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streams displayed on a single surface. Guests now have three and four streams of live content, showing simultaneously on a 75-inch LG display in the suite, which keeps them connected with what’s happening in the stadium, along with other live entertainment feeds. This is complete guest experience satisfaction.”

The integration of LG MAGNIT displays in the stadium, alongside LED and LCD solutions, takes fan engagement to “a whole new level”, according to Bingham, with MAGNIT videowalls providing fans with a “true immersive experience”. These videowalls – three in total – were installed just a few feet off the ground, where the LG MAGNIT’s durable design helps to protect against impact damage.

This Micro LED technology delivers precise and crystal-clear images with vivid color expression, providing a true-to-life visual experience. Its black coating technology and direct bonding method deliver a stunning black expression, making it the ideal choice for displaying content that requires deep black color and lifelike images – enhancing the in-stadium experience, particularly important in a sports arena such as AT&T Stadium. LG MAGNIT Micro LED technology allows for up to four simultaneous streams on a single display, including live feeds of the game taking place on-field, alongside additional content, such as advertising strings and cutaway interviews.

"When LG first engaged with the Dallas Cowboys over four years ago, our priority was to fully understand their vision for implementing 4K technology across concessions and monetized digital assets throughout the concourses," said Bingham. "At LG, we pride ourselves on taking a consultative approach—working closely with each customer to identify their specific needs and goals for their venue, particularly around enhancing the guest experience. It's not just the depth of our portfolio that resonates with clients; it's our ability to truly listen and deliver tailored solutions designed for their unique environment."

What's more, with LG's webOS SOC (system-on-chip) design, the Dallas Cowboys now benefit from greater flexibility in managing day-to-day operations—from back-of-house workflows and media content creation to the seamless operation of various display technologies. This streamlined approach also opens new opportunities to leverage additional revenue streams.

"Having LG's webOS system-on-chip system in our suites allows us to do multiple things, as well giving the fans more control," explained Messick. "It also gives us full control, while allowing fans to select their programming. This creates a better experience – almost as if they're enjoying the game from the comfort of their own living room, but with the excitement of being at the stadium."

"Also, when we were looking at the design aspect, it wasn't just about the fan experience on game day, but also all of the other events that happen all year long: concerts, corporate events, weddings, parties. You name it, it's happened here! This was what played a huge part in our selection of the LG MAGNIT Micro LED displays.

"Fan experience is a huge priority for us, and we leverage technology to increase it where we can," Messick emphasized. "At every single game, we have staff asking fans about their experiences with the technology, including areas of improvement. Then, after the season is over, we bring in our season ticket holders and suite holders and hold focus groups to narrow down that data to understand how the technology improved the fan viewing experience, and how it assisted in generating revenue. LG is enabling us to connect with our fans on a completely new level, while also unlocking new ways of generating revenue with the displays."

For more information on
LG commercial displays, click [here](#).

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