

**PHILIPS** Professional Displays

# Camp Tito Vilanova

FC Barcelona's first team keep the scores high with Philips Urban LED

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*This display isn't just an opportunity for the coaching team or those in attendance to get a clearer view of the action. It provides new, deeper levels of analysis, from player data to tactical decisions which could be the difference between success and failure.”*

Cesar Sans, Sales Director Iberia | PPDS





## Background

The Ciutat Esportiva Joan Gamper is the training ground and academy base for football legends, FC Barcelona. Situated in the west of Barcelona, and just 4.5km away from Camp Nou, the campus comprises an impressive multi sport arena, grandstands, and changing / dressing room facilities, as well as nine pitches.

The most impressive of these is the FC Barcelona first team's official training pitch – Camp Tito Vilanova. This natural grass pitch measures in at 105 x 68 metres, plus a warm up area of 4,643m<sup>2</sup>, and boasts a 1,400 capacity terrace.

## Challenge

The fast paced and international world of football never stands still and, along with the advanced technology being integrated into the renovated Camp Nou stadium, the FC Barcelona team saw an opportunity to bring the bigger picture to the training ground. The vision? The integration of a display system to support real time play analysis and review.

The new display needed to stand up to the rigours of the bright Barcelona sunlight and the glare of stadium spotlights, requiring high brightness and excellent refresh rates to ensure clear visibility day and night.

*Together with FC Barcelona's commitment to installing advanced and sustainable technologies in its spectacular new Spotify Camp Nou stadium – for which Philips Professional Displays is the Official Digital Display Supplier – the Club also prides itself on developing and implementing the latest training methods and innovations, with an ever-growing emphasis on technology to help stay on top.*

## Solution

Already working with local LED integration expert, LED Dream, and with an array of Philips LED displays being installed into the new Camp Nou stadium, the Club at Barcelona turned to the teams to support their training ground vision.

Meeting all visibility, durability, and performance requirements, the 3.9pp Philips Urban LED 7000 Series was selected for this exciting project, bringing high brightness and weather resistant excellence tailored precisely for outdoor sports requirements.

With both front and rear serviceability, the 5.5 x 3 metre Philips LED installation was completed efficiently and on time, with minimal disruption to the team's training schedule and seamless integration into the stadium infrastructure.

## Benefits

**Designed for stadiums:** Equipped with an IP66 rating against dust and water. Superior depths of black and colour, up to 6,000 nits brightness, and unparalleled high contrast ratio and refresh rates.

**Easy installation:** Modular design with both front and rear access for easier installation and maintenance.

**Versatile brilliance:** Available in two panel sizes – 500x500mm and 500x1000mm, with a choice of 2.9, 3.9, or 4.8 pixel pitch options.

### Fast facts



**Client**  
FC Barcelona



**Location**  
Barcelona, Spain



**Partner**  
LED Dream



**Project**  
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**Products**  
Philips Urban LED 7000 Series 44HUL7039DP/00

