

PHILIPS

Professional Displays

Bowling Center Putter Eng

**Bowled over: Philips Public LED 5000 Series
brings brighter vision for bowlers**

“ Our new Philips LED wall was an immediate success with our customers, once again modernising the experience and encouraging them to stay and play for longer.”

René Bakker – Owner of Bowling & Partycentrum Putter Eng





Background

Putter Eng is a modern bowling centre in Putten, Netherlands, suitable for all ages and skill levels. It offers well kept lanes and automatic scoring, as well as an on site bar and lounge area. The centre hosts special events like kids' parties and group packages, making it a friendly and welcoming venue for families, friends, or company outings.

Challenge

Priding itself on its modern approach, Bowling Center Putter Eng regularly reviews the technologies on the market to fulfil its ambitions. Setting sights on the AV in the venue, the management team wanted to update its atmosphere to better align with today's visitor experience expectations. The previous visual solutions no longer fulfilled customer requirements and needed to be replaced.

The goal was to implement a digital display solution above the bowling lanes that was both effective and visually engaging, while maintaining the overall ambiance of the bowling centre. Additionally, the new solution needed to deliver clear and vibrant visuals in environments with dynamic lighting.

In such a key position at the venue, the installation needed to be completed as quickly as possible to minimise down time for the bustling business.

Solution

PPDS Partner, AVisie – located in the neighbouring town – was tasked with the specification and installation for this project, contacting the Benelux sales team to add knowledge and support. With the challenge of a darker environment with dynamic and moving brighter lights all around, a bright display was needed to ensure content remained visible at all times. The teams selected the Philips Public LED 5000 Series with a 3.9mm pixel pitch, ideal for wider viewing opportunities, sized to fill the 8x2m space.

The impressive wall, which delivers immersive and razor sharp images via AVisie's advanced content management system ZETA, also offers a high refresh rate for smooth video playback quality of content including live sports, entertainment, and promotions. Leveraging the modular design that has been developed with easier integration in mind, the installation was completed in record breaking time, minimising downtime for the centre and elevating the experience for customers and staff.

“ For this installation we needed to choose a truly future ready display, and the Philips Public LED 5000 Series was the standout choice, bringing superior picture quality, impressive brightness, and enabling better energy efficiencies.”

Frank François – Director at AVisie

Benefits

Professional LED for vivid content: Vivid colours and brightness with more than 97% uniformity. Ideal to deal with the bright lights of the surrounding centre.

Lower energy consumption: Reducing environmental impact and total cost of ownership. Philips LED displays are designed to deliver proven low energy consumption.

Ideal for areas with restricted access: Size and complexity of installations are all taken care of, with mounting solutions that enable easy installation, configuration and servicing.

Fast facts



Client
Bowling Center
Putter Eng



Project
Philips Public LED 5000
Series brings brighter
vision for bowlers



Industry vertical
Public venues



Partners
AVisie



Location
Putten, Netherlands



Products
Philips Public LED 5000
Series 44HDL5000 with
modules 14HDL5039
3.9pp

