



Optimizing the eSports Experience

Choosing the Best Display Elevates On-Screen Action

While esports have been around since the 1970s, within recent years, the industry has skyrocketed with the global esports market valued at more than 1.6 billion dollars in 2024. As the industry rapidly expands, there is an escalated need for venues to host both in-person and virtual esports events. Determining which type of display will transform a space into one capable of hosting an esports tournament is a crucial component to the event's success.

"We've seen esports and egaming grow exponentially in popularity over the last year," said Rob Zeller Vice President of Sales, Direct View LED Solutions at Sharp Imaging and Information Company of America. "Spectators and fans are all in, and many know more about esports than traditional sports, so they are eager to pack into auditoriums to cheer."

When thinking about what display solutions will be integrated into an esports space, there are several options to choose from depending on the space's size, location and budget.

Technical Qualities

Before determining which visual technology will equip an esports space, it's important to consider the following features to optimize showcasing this type of rapid entertainment:

- **High processing refresh rate** – This allows the display to keep up with the game's movement.
- **Uniformity for video wall capabilities** – Without uniformity the video wall will not be able to appear seamless to the audience.

- **High video quality reproduction** – A crisp picture lends to a more immersive experience for the audience as the esports player participates in the tournament.
- **Wide viewing angles** – This allows the audience to view the screen from many angles throughout the venue.
- **Extraordinary color reproduction** – This is not only important for viewing of the tournament and the video game being played, but it can help to increase sponsorship opportunities for the venue. A sponsoring company will be more interested in a sponsorship package if they know their logo is being represented properly leading to more funds for the venue.
- **Easy functionality through input connectivity** – Venues will need to have displays that can be easily managed and work in tandem. The easier they are to control, the more functionality the displays will have.

dvLEDs

dvLED technology was initially introduced in the late 90's at a price-point only large venues could afford. Thanks to major advancements in the technology, today, dvLEDs are a popular, easily configured and cost-effective option for esports venues.

One of the biggest advantages of utilizing dvLED solutions, such as NEC's LED-FA015i2, is the ability to customize the design to cater to non-traditional formats. These types of displays can be configured into different shapes, sizes and brightness levels. They can also be easily installed as seamless video walls, or divided into sections and controlled separately for different viewpoints during an esports tournament.

Not only are dvLEDs extremely flexible in their design elements, their vibrant LEDs offer bright, crisp images and allow for higher ambient light conditions indoors. This is an important factor to consider since many esports venues are converted indoor spaces, such as auditoriums or lecture halls.

Typically dvLED's offer a high refresh rate, up to 3840Hz, allowing it to keep up with the fast-paced action and animations. These qualities make it an ideal choice for a main stage display because it can be shown in the same frame rate on the LED walls around the arena, creating a fully immersive experience for the spectators.

When considering product longevity, dvLED modules outshine their competition with a typical lifetime range up to 100,000 hours before they reach a brightness output 50 percent below the original value.

LFDs

Commercial LFD's, in particular, are designed to ensure that color reproduction is in line with how the base content was designed to look while providing bright and clear anti-glare panels that allow for easy content viewing in any type of lighting situation. With true commercial displays, brightness more than doubles that of traditional consumer types of televisions and one can be expected to maintain consistent image quality for a much longer period of time based on premium-grade internal components. This, in turn, leads to a longer product life expectancy is are backed by lengthier commercial warranty coverage, to give the customer greater peace of mind.

Projectors

Possibly the most affordable option to create an immersive experience for an esports audience is to use projection technology as the main screen. This can be less intrusive to the space when using a retractable screen and the projectors can be hidden above the audience. This can be a more cost-effective solution, especially for smaller venues like restaurants and bars looking to retrofit their space to host esports viewing events.

When looking at a projector to purchase, the venue will need to consider several factors when considering what type of projection technology is best for the space. These factors include throw distance or how far the projector will be from the screen, lumens for brightness levels of the projected picture compared to how bright it is in the venue, and other advanced features such as edge blending, stacking and geometric correction.

If one thing is for certain, it's that esports are here to stay. Equipping a space with the right display technology can ensure a venue's long-term success. For more information on digital signage for esports and other applications, visit Sharp at: <https://www.sharpnecdisplays.us>.

For additional information about Sharp and NEC products, call (866) NECMORE, or visit the website at www.sharpnecdisplays.us. Follow us on our social media channels: Facebook, YouTube, Instagram, Twitter and LinkedIn.