

**EMBARGOED UNTIL 9:00 AM ET, NOVEMBER 18**

## **TOPGOLF ENTERTAINMENT GROUP'S DIGITAL DISPLAY TRANSFORMATION CHANGES FACE OF LARGE-VENUE ENTERTAINMENT**

*More than 50 Topgolf Venues Enhance Experience for Millions of Guests  
With 10,000 LG Displays, SAVI Canvas System*

**LINCOLNSHIRE, Ill., Nov. 18, 2019** – [Topgolf Entertainment Group](#), a global sports and entertainment community, is enhancing the entertainment experience for millions of patrons with the installation of more than 10,000 advanced digital signage displays from LG Electronics in 50-plus Topgolf venues. In one of the biggest and most impactful integrations of digital signage technology, key technology partners brought to life a flexible new platform that is changing the face of automated technology in large entertainment venues.

To transition Topgolf venues worldwide from simple consumer televisions to immersive commercial displays, LG Business Solutions USA joined forces with AV control software leader SAVI Controls and Topgolf's systems integrator Diem Digital. Complementing the advanced LG screens is a new solution called SAVI Canvas, which gives Topgolf a unique tri-pane video solution to display broadcast and satellite programs, Topgolf TV, marketing messaging and custom content from its gaming systems, including [Toptracer](#).

"This is a game-changer for the digital experience at Topgolf venues," said Topgolf Chief Technology Officer [Andrew Macaulay](#). "Our special blend of technology and entertainment connects communities of fans, allowing them to experience the best our technology has to offer. This platform will enable Topgolf to meet business goals while also achieving high standards of performance and aesthetics."

The system combines the power of SAVI with LG's award-winning webOS platform to enable Topgolf to control, manage and deliver content to displays over a single network cable, according to SAVI Controls Vice President Byron Baird. "Integration of the LG displays and SAVI Canvas enables Topgolf to manage displays remotely, significantly reduce the failure rate of previous consumer displays and decrease the amount of labor time required for support," he said.

Diem Digital President Derek Wilson said LG's hybrid outdoor displays were specifically selected for their reliability, picture quality and customizability. SAVI developed new custom mounts certified for warranty by LG, providing Topgolf improved ongoing service and support for the display hardware.

"As the designer and integrator of audio-visual systems for Topgolf, we have seen first-hand the unmatched reliability of LG products and technologies," said Wilson. "Moving to SAVI Canvas on the LG webOS platform also added to the Topgolf brand identity of championing innovations and seamlessly integrating Topgolf's Toptracer technology into the hitting bay experience."

Topgolf's Macaulay added, "Enhancements like this tie back to Topgolf's overall goal of creating moments that matter for our guests with the best entertainment options. Topgolf continues to expand to new games that are currently in beta testing and development thanks to the innovation brought about collectively by LG, SAVI Controls and others."

“For both Topgolf and LG, it’s all about the customer experience,” said LG’s Senior Enterprise Account Manager Craig Rathbun. “The success of Topgolf’s video transformation is the result of collaboration among great partners working together to bring better functionality and user experience, more graphics and enhanced colors – and all of the energy and excitement that Topgolf is known for.”

To download images and read a detailed Topgolf case study, please [click here](#). For the case study video, please [click here](#).

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#### **About LG Business Solutions USA**

The LG Electronics USA Business Solutions division serves commercial display customers in the U.S. digital signage, systems integration, lodging and hospitality, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$54 billion global force in consumer electronics, mobile communications, home appliances and air solutions. LG is a 2019 ENERGY STAR® Partner of the Year-Sustained Excellence. Please visit [www.LGSolutions.com](http://www.LGSolutions.com).

#### **About Topgolf Entertainment Group**

Topgolf Entertainment Group is a global sports and entertainment community that connects nearly 100 million fans in meaningful ways through the experiences we create, the innovation we champion and the good that we do. What began as a technology that enhanced the game of golf now encompasses a range of unmatched experiences where communities can discover common ground at brand expressions including Topgolf venues, Lounge by Topgolf, Toptracer, Toptracer Range, Topgolf Swing Suite, Topgolf Studios, Topgolf Live, World Golf Tour (WGT) by Topgolf and Driving for Good.

#### **About Topgolf Venues**

Topgolf venues, the first brand expression of Topgolf Entertainment Group, connect communities of fans in meaningful ways through technology, entertainment, food and beverage, and the belief that Topgolf is a place where one can discover common ground no matter the occasion. These venues feature high-tech gaming, climate-controlled hitting bays, a chef-driven menu, hand-crafted cocktails, music, corporate and social event spaces, and more. Topgolf venues entertain more than 20 million guests annually at more than 50 locations in the U.S. and internationally.

#### **About Toptracer**

Toptracer, an innovative expression of Topgolf Entertainment Group, connects communities of fans in meaningful ways through advanced ball-tracing technology. The first of its kind to be introduced to the game of golf, Toptracer has revolutionized the way viewers experience the game during the biggest golf majors on TV.

#### **About SAVI Controls**

SAVI Controls is a designer and manufacturer of commercial AV control and automation products based in Dallas, Texas. SAVI is a thoughtfully designed control and content delivery platform system that’s easy to use and simple to configure. To learn more visit [www.savicontrols.com](http://www.savicontrols.com).

#### **About DIEM Digital**

Diem Digital is a Dallas-based audio visual systems integrator that specializes in national rollouts for some of the biggest names in the entertainment and hospitality industries. Diem Digital makes the complex simple by applying decades of experience in technology and understanding market trends.

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