

## LG SUPPLIES MASSIVE COMMERCIAL DISPLAY SOLUTIONS TO BOSTON RED SOX BALLPARK

*Ballpark Transformed with 11 Digital Signage Displays Including Main Videoboard and Ribbon Boards Spanning more than 9,000 Square Feet*

**BOSTON, Mass., April 8, 2025** — LG Electronics is strengthening its leadership in the global commercial display market by providing state-of-the-art display solutions to Fenway Park, the home of the Boston Red Sox and the oldest ballpark in Major League Baseball (MLB).



In late March, LG installed a massive main LED videoboard in centerfield at Fenway Park, measuring 100 feet wide by 38 feet high and covering an area of almost 3,800 square feet. Additionally, LG delivered a comprehensive display solution comprising 11 digital signage

installations. These screens span a combined area of more than 9,000 square feet, including a notable 1,850-square-foot ribbon board display measuring 71 feet wide by 26 feet meters high.

Featuring sophisticated High Dynamic Range technology, LG's commercial displays strike a meticulous balance between dark and bright elements to deliver exceptionally clear and lifelike imagery. They offer high luminance exceeding 7,000 nits, IP65-rated water and dust resistance, as well as flexible configurations – all tailored to the outdoor conditions of stadium environments.

Starting April 4, fans had the opportunity to experience the action of the game in vivid detail, delivered by LG's LED signage displays during the home opener – the first Fenway Park matchup of the 2025 MLB season between the Boston Red Sox and the St. Louis Cardinals.

LG's innovative display solutions are set to lead the transformation of the beloved Massachusetts ballpark, the iconic stadium that has shared in the joys and sorrows of American baseball fans for more than a century since its opening in 1912.



With a focus on redefining the fan experience, LG has established a strategic partnership with ANC, the agency managing stadium operations and advertising on behalf of Fenway Sports Group, the owner of the Boston Red Sox. Together, they aim to deliver immersive entertainment to sports fans across various regions in the United States, including Boston.

“This collaboration will elevate the in-venue experience for our fans with cutting-edge technology while also expanding LG’s presence through dynamic activations that will engage Red Sox Nation all season long,” said Troup Parkinson, Chief Marketing & Partnerships Officer for the Boston Red Sox.

Meanwhile, LG is accelerating its media entertainment platform-based service business, targeting global sports fans by integrating the display businesses – which include TVs, monitors and signage – under its Media Entertainment Solution (MS) Company.

Earlier this year, LG partnered with AMB Sports and Entertainment to provide displays spanning over 1,500 square feet inside the perimeter of the Mercedes-Benz Stadium in Atlanta. LG’s commercial display innovations, including LG MAGNIT and indoor/outdoor LED signage, can also be found at Atomic Golf, a massive entertainment complex in Las Vegas.

“We are thrilled to be able to strengthen our partnerships with prestigious global sports franchises,” said Park Hyung-sei, President of the LG MS Company. “We will continue



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to enhance the value of customer spaces and strive to provide differentiated media entertainment experiences.”

For high-res images, click [here](#).

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**About the LG Electronics Media Entertainment Solution Company**

The LG Media Entertainment Solution (MS) Company is a recognized innovator in televisions, audio, displays and smart TV platforms. The MS Company enhances the media entertainment experience with its OLED TVs, renowned for perfect black and perfect color, and premium LCD QNED TVs, all powered by the personalized webOS smart TV platform. The MS Company also offers Information Technology solutions (gaming monitors, business monitors, laptops, projectors, cloud devices and medical displays) as well as Signage solutions (Micro LED signage, digital signage, hospitality displays and signage software solutions) that are designed to maximize customers’ work efficiency and deliver strong value. For more news on LG, visit [www.LGnewsroom.com](http://www.LGnewsroom.com).

**About LG Electronics USA**

LG Electronics USA serves commercial display customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG’s U.S. Media Entertainment Solution B2B division delivers business-to-business technology solutions tailored to the particular needs of business environments. Eleven-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., headquartered in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a leading smart life solutions company with annual global revenues of more than \$60-billion from consumer electronics, home appliances, HVAC solutions and vehicle components. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

*Media Contacts:*

LG Electronics, Inc.  
Lea Lee  
+82 2 3777 3981  
[lea.lee@lge.com](mailto:lea.lee@lge.com)  
[www.LGnewsroom.com](http://www.LGnewsroom.com)

LG Electronics, Inc.  
Jenny Shin  
+82 2 3777 3692  
[jungin.shin@lge.com](mailto:jungin.shin@lge.com)  
[www.LGnewsroom.com](http://www.LGnewsroom.com)

LG Electronics USA

Kim Regillio  
+1 815 355 0509  
[kim.regillio@lge.com](mailto:kim.regillio@lge.com)  
[www.LGSolutions.com](http://www.LGSolutions.com)

Caleigh McDaniel  
[caleigh@griffin360.com](mailto:caleigh@griffin360.com)