



CASE STUDY

Elevating the Arena Experience: How Panasonic’s AV Solutions Helped the University of St. Thomas Build a Division I Facility for the Future

OVERVIEW

For more than a century, the University of St. Thomas in Saint Paul, Minnesota, competed at the NCAA Division III level. But in the last five years, the university has transformed—elevating its athletics program to Division I and building a state-of-the-art home to match. Designed as both a competitive venue and a 365-day community destination, the Lee and Penny Anderson Arena needed an AV foundation that could engage fans, support student-athletes, and enhance events across campus.

To bring that vision to life, St. Thomas partnered with Panasonic Projector & Display Americas to create an AV ecosystem that could serve every corner of the arena. With more than 100 Panasonic TH-SQE2 Series 4K professional displays and a robust IPTV platform, the arena delivers an immersive experience that keeps fans connected to the action while supporting the daily work of athletes, coaches, and staff.



THE CHALLENGE

Creating a Division I arena from the ground up meant more than installing new technology—it required designing a unified AV experience that could function reliably across a constantly moving environment. The university needed a system that could deliver consistent visibility in every part of the building, support simultaneous content needs across dozens of spaces, and integrate seamlessly into daily athletic operations.

With visitors circulating through concourses, coaches relying on technology in training areas, and staff managing multiple game-day and non-game-day demands, the AV foundation had to be flexible, intuitive, and easy to maintain. This required a cohesive system that would keep the entire arena connected, no matter how many events or audiences it served on any given day.



THE SOLUTION

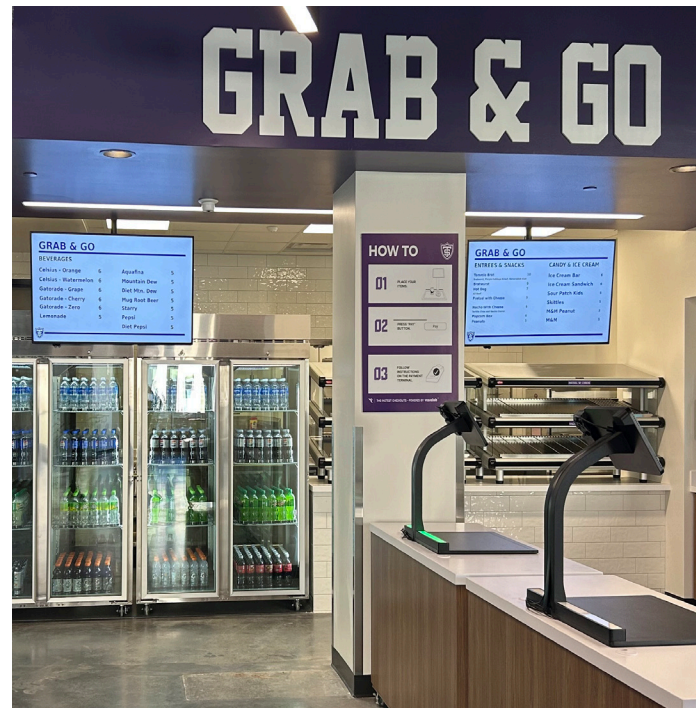
To bring its ambitious vision to life, the university turned to Panasonic Projector & Display Americas, whose experience in major sports venues made them a natural partner. “At the end of the day, we were just looking to give our fans, our staff, our student-athletes the best experience possible,” says Cole Boos, the university’s manager of business development. “Given Panasonic’s history and success with other athletic spaces around the world, it was a no-brainer to work with them.”

Together, the university and Panasonic Projector & Display Americas designed an AV foundation that blends seamlessly into the architecture of the arena. Over 100 Panasonic displays were installed throughout the building, with roughly 70 connected to IPTV to deliver live game feeds, cable content, branded

programming, and emergency messaging. These displays aren't limited to concourses or public areas; they extend into strength and conditioning rooms, coaches' spaces, and student-athlete support areas. "These displays are crucial to this building—there's no question," says Mike Gallagher, the university's assistant athletic director. "We're using them for literally everything."

Strategic placement was essential, with displays positioned so fans remain connected to the action wherever they move. "We were able to intentionally place these displays throughout the facility, so our fans won't miss a beat of the action while they're here," says Deputy Athletics Director Cory Chapman.

The university also worked closely with Panasonic Projector & Display Americas to integrate displays throughout the arena, ensuring every screen contributes to a cohesive, immersive environment. Across the facility, high-brightness 4K panels—including TH-43SQE2, TH-55SQE2, TH-65SQE2, TH-75SQE2, and TH-86SQE2 models—deliver vivid, reliable visuals for live game feeds, instant replays, player statistics, and digital signage. Designed for 24/7 operation, the SQE2 Series' durable construction and color-accurate IPS panels make them ideal for the fast-paced demands of a Division I athletics environment.



“With the help of Panasonic, we're able to strategically and intentionally place these displays throughout the facility so our fans could not miss a beat of the action while they're here.”

— Cory Chapman, Deputy Athletics Director

communication capabilities for the entire building. For donors and supporters, the presence of consistently placed screens throughout the arena helps create a sense of belonging and recognition. For the community, the technology enables events that extend far beyond athletics, reinforcing the arena's role as a shared gathering place.

Perhaps most importantly, the AV system gives the university confidence in the arena's long-term future. "Panasonic feeds into the project so seamlessly because the technology is so high-tech and so modern," says Boos. "It's going to last for 100 plus years going forward."

CONCLUSION

The transition to Division I marked a turning point for the University of St. Thomas—a moment to redefine its athletic identity and invest in a facility that could support its aspirations for decades to come. By partnering with Panasonic, the university created an arena that not only elevates the fan experience, but strengthens community engagement, enhances daily operations, and supports the development of student-athletes. With a technology ecosystem designed for flexibility, reliability, and long-term growth, the Lee and Penny Anderson Arena stands as a testament to what can be achieved when vision and partnership align.

THE RESULTS

From the moment the arena opened its doors, the impact of the technology was undeniable. "These displays have already outperformed what we thought we would get," says Gallagher. Fans, alumni, and visitors consistently express surprise at the scale and polish of the experience. "The common theme is the jaw being dropped down to the floor," says Boos. "They're all in awe that a little D3 school just five years ago has been able to put together such an amazing project."

The displays do more than entertain—they improve the workflow of coaches and staff, support student-athlete development, power concession and sponsorship visibility, and provide critical

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