



## **FACT SHEET**

### **HOLLYWOOD BOWL LED SCREEN PROJECT**

**SITE DESCRIPTION:** The site of the Hollywood Bowl, nestled in the Hollywood Hills, was chosen in no small part for its natural beauty - so it's fitting that we have a commitment to preserving that beauty and conserving the natural setting it sits in. That commitment goes all the way back to 1924, when the Hollywood Bowl Association deeded the property to the County of Los Angeles, and continues today. The Hollywood Bowl was the first amphitheater in California to be certified as an Audubon Society Cooperative Sanctuary, based largely on its environmental management plan and "green" practices.

**LOCATION:** 2301 North Highland Ave  
Los Angeles, CA 90068

**WHAT:** The Hollywood Bowl LED screen project is the replacement of the four existing image magnification screens in the auditorium. The new LED screens use SMD (surface mount device) technology to combine all three primary colors into the same LED, resulting in a smaller footprint needed to replicate colors across the spectrum. These screens also allow for an upgrade to delivery of high definition image. The new screens will be the first and only of their type at a major entertainment venue in North America.

The project is being carried out by the Los Angeles Philharmonic Association. Funding for this project was provided by the generosity of Los Angeles County Supervisor Zev Yaroslavsky.

**WHEN:** The project took place during the Spring of 2013.

WHY: The project will enhance the patron experience by delivering a brighter, high-resolution picture, also visible in daylight.

PROJECT TEAM: Gearhouse Broadcast  
Absen Optoelectronic