



Fantastic for NBA Broadcasts

The National Basketball Association (NBA) franchise Minnesota Timberwolves used their imagination and saw potential to turn an office in a Minneapolis sports arena into a game-day broadcast studio.

“We told Skyline, ‘Here’s a little, bitty space, and here’s our dream.’ They put together a dynamic set that really pops and looks great on TV. They really made it come to life for us,” says Matt Chapman, the Timberwolves’ Director of Broadcasting.

The team uses the studio for half-time shows on all local TV broadcasts of Timberwolves games plus recorded interviews with coaches. For the pre-game show, a second desk on casters rolls in and out of an NBA-theme restaurant, an arena hotspot for enthusiastic fans.

“The exhibits have allowed us to brand our product in broadcasts with a consistent, very professional look,” Chapman says.

“We’re an ever-changing industry. If we have to change out one of the panels, it’s simple and easy to do,” Chapman says.

Name

Minnesota Timberwolves

Primary Business

Sports & Recreation

Exhibit Size

Permanent installation

Products / Services

SkyTruss®
Tube System
Inliten®

Key Objectives

Flexibility
Design
Consistency