

The SHARP logo is displayed in a large, white, semi-transparent box in the upper left corner of the image. The word "SHARP" is written in a bold, red, sans-serif font.

Solution/Industry

Education
K-12

Organization

Taos Municipal Schools

Challenges

- Needed to transform a gymnasium into a multipurpose space.
- Expand STEM and media learning opportunities for students.
- Make smart technology decisions with school funding.
- Provide an advertising medium to support school programs.

Solutions

- Custom LD-E181 dvLED 162-inch scoreboard configuration.
- ScoreVision® software.
- Sourcewell cooperative purchasing.

Results

- Enhanced game-day experience due to dynamic visuals and multimedia.
- Students play an active role in scoreboard management.
- Ability to generate school program revenue through advertising.
- Gymnasium is now used for multiple events outside of sports as well.

Revolutionizing School Spirit, STEM Learning and Community Engagement with dvLED Technology

Taos Municipal Schools is a forward thinking district in northern New Mexico with a strong emphasis on athletics, student engagement and technology leadership. As the district looked to modernize its gymnasium, leaders identified the need for a professional quality scoreboard experience that could elevate game days while also supporting broader instructional goals. Beyond athletics, the district wanted to maximize the gymnasium's value by transforming it into a flexible, multi purpose space for meetings, learning and community events.

At the same time, district leaders were focused on expanding STEM and media learning opportunities for students, giving them hands on exposure to real world technology. Branding and visibility were also key considerations, along with interest in future advertising revenue opportunities that could support school programs without increasing operational complexity for staff.

“The helpdesk that you have is amazing. I have called them Friday nights, Saturday nights and they always pick up.”

— Maria Jeantete, Taos Technology Director

Technology Solutions

To meet these needs, Taos Municipal Schools partnered with Sharp to install a 162-inch Sharp Direct View LED (dvLED) scoreboard solution in the gymnasium. The system features Sharp E Series LD-E181 indoor dvLED display modules, delivering a seamless, high impact visual experience with a 1.87mm pixel pitch designed for clarity and reliability. The front serviceable design allows for simplified maintenance, ensuring long term performance and ease of support. Full integration with the gym’s sound system ensures the space functions as a complete multimedia environment.

The district paired the dvLED display with ScoreVision® software, a cloud based platform that manages scorekeeping, media playback and advertising. Operated through iPads, the system enables mobility and intuitive control during events.

The solution was purchased through Sourcewell cooperative purchasing, providing cost effective access to advanced technology without a lengthy, traditional bidding process.

Transforming Athletics, Learning and Events

The new dvLED scoreboard has significantly enhanced the game day experience for Taos Municipal Schools. High school basketball and volleyball games now feature dynamic visuals, player photos and multimedia content, creating a professional atmosphere for the more than 50 games each season across boys’ and girls’ programs. The system is operated using iPads, allowing students to play an active role in managing scoreboard operations during live events.

Beyond athletics, the dvLED display has expanded how the gymnasium is used throughout the school year. Coaches regularly use the display during practices to review game footage and highlight areas for improvement. Teachers and administrators hold faculty meetings and district gatherings

in the gym, taking advantage of the large format display and integrated audio. The district has also used the system during wrestling tournaments, displaying match information and weight classes to streamline event operations and improve the experience for participants and spectators alike.

Support That Makes a Difference

In addition to the technology itself, district leaders emphasized the value of Sharp’s ongoing service and support.

According to Taos Technology Director Maria Jeantete, “The helpdesk that you have is amazing. I have called them Friday nights, Saturday nights and they always pick up.”

This level of support has given staff confidence to expand use of the system while training additional users across the district.

Future Opportunities and Measurable Value

Taos Municipal Schools have already begun exploring ScoreVision’s advertising capabilities, displaying sponsor content during events and recognizing the long term value of passive revenue opportunities. While the district is taking a measured approach as staff and students become more comfortable with the platform, leaders see strong potential for expanded advertising supported by local businesses and partners.

Looking ahead, the district is also considering offering education credits or formal recognition for students or staff who manage scoreboard operations. For instance, one teacher’s leadership class is working on using the scoreboard as part of its curriculum. By creating designs for themed events, such as Breast Cancer Awareness Month, the scoreboard would provide students with ownership over real world digital content.

This approach would further integrate the technology into academic pathways while ensuring consistent system oversight during events.