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Lighting-Up the Fans: Using LEDs at Denver's Invesco Field at Mile High

Expected annual operating and maintenance cost savings: More than \$5,000

Estimated Reduction in Annual Running Costs: 72 percent

Ask any Denver resident, and they'll know about Invesco Field at Mile High. As the home of the Rocky Mountain favorite Denver Broncos, Invesco rises-up on the edge of the city like a mountain peak. There is an unmistakable feeling of pride and power held inside the massive structure - the gem of the city.

Invesco's chief electrician Chris Hoag was looking to add eye-catching lights to the west side of the stadium. The east side of the stadium already had fluorescent strip lights and metal halide floodlights, so the intent was to even-out the lighting and add to the aesthetic appeal of the building's façade. After Conserve-A-Watt, a lighting distributor used by Mile High, heard a presentation from American Lighting on LEDs, they wanted to team-up with the manufacturer to use its LED Wall Washers at the stadium.

Because of the intensity and lore associated with Mile High, Denver-based American Lighting and Conserve-A-Watt knew they had to score big when they teamed-up to implement a new lighting scheme on the outside of the football stadium. And, they did - in addition to the aesthetic qualities the new lights bring, the newly implemented LEDs contributed to a 72 percent reduction in energy consumption, with the total wattage being reduced from 5152W to 1440W, as well as more than \$5,000 in annual cost savings. The energy savings produced by the newly installed LEDs was especially appreciated by Mile High because of their recent implementation of Game Plan Green, a program committed to promoting energy efficiency and cleaning-up the environment.

Beginning with 12 RGB (color-changing) LED Wall Washers, programmed to display Bronco blue and orange, the team installed the new fixtures behind an opaque glass wall on the west side of the stadium. After viewing the new installation, the team decided to add three more LED Wall Washers, making the total 15, to brighten the façade even further. The final result on the west side was so well-received, Mile High decided to implement 15 additional American Lighting LED Wall Washers in the same format on the east side of the field as well.

"We have been very pleased with the process of installing the new LED Wall Washers with American Lighting, from start to finish," said Hoag. "The new lighting is aesthetically pleasing, and it gives us a much broader range of flexibility in terms of colors and patterns."

RGB LEDs offer a new means to form light of different colors. Most perceivable colors can be formed by mixing different amounts of the three primary colors. This allows precise dynamic color control. The new fixtures can change color with just the touch of a button, allowing the stadium to show support for not only the home team, but other events held in and around the stadium as well. For instance, during the Susan G. Komen Race for the Cure, the stadium can be "painted pink" to support all of the participants. The rich blue and orange colors for the broncos can also assume different effects. For example, during a touchdown, Hoag has the option of producing a firecracker effect to draw attention to the building.



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“Working with American Lighting on this project has helped us to create an ideal lighting scheme for the Broncos at Mile High,” said Conserve-A-Watt Lighting Consultant Bernie Cowsert. “Our main goal was to create a visual draw that would involve not only the fans inside of the stadium, but those outside as well. American Lighting’s high performing LED Wall Washers helped us do just that!”