

SHOWCASE

Toronto Blue Jays Marquee Pylon - Rogers Centre

Toronto, Ontario, Canada



Featured Products



Media Pixel Ribbon, Media Dot Go, ProPoint Linear

Methods of Control



e:cue Controls, LCE3mx

The Rogers Centre, located in downtown Toronto at the base of the CN Tower, is home to Major League Baseball's Toronto Blue Jays, and recently the team reimaged their 124-foot-tall signature Gardiner LED Pylon.

Situated near the Gardiner Expressway, one of Toronto's busiest corridors, the Gardiner Pylon was originally a static sign; however, as part of a series of upgrades to the stadium, the sign is now a dynamic, bold, fully digital double-sided LED structure. The new marquee, designed by Anthony James Partners, with the use of SNA Displays 10 mm EMPIRE™ Exterior LED video technology boasts a continuous LED display surface of 158 feet and a total face area 45% larger than the original.

In addition, Traxon's Direct View Media Pixel Ribbon, Media Dot and ProPoint Linear RGBW luminaires were engineered into the pylon's design to deliver high-output, full-spectrum illumination with precise color control. These DMX-addressable fixtures are controlled by e:cue controls and enable dynamic lighting sequences that enhance the structure's form and visibility, optimizing both aesthetic impact and urban wayfinding.

The recently upgraded high-visibility digital pylon is now a standout feature in one of Toronto's highest-visibility areas and was installed just in time to see the Blue Jays compete in the 2025 World Series!

Traxon Technologies

For more information, please visit www.traxon-ecue.com
Or email us at information.traxon@traxon-ecue.com

Traxon and e:cue are registered trademarks.
All other trademarks are those of their respective owners.

Project Details

Category:
Sports & Recreation, Signage

Location:
Toronto, Canada

Client:
Toronto Blue Jays

Lighting Designer:
Anthony James Partners &
SNA Display

Programmer:
Traxon e:cue

Completion Date:
August 2025



TRAXON

TRAXON | e:cue