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College Football Hall of Fame Unveils “Signs of the Times” Exhibit to Showcase the Ever-Changing Face of Football Communication

Limited-time exhibit offers fans behind-the-scenes access to on-field communication devices

ATLANTA (April 7, 2025) – The College Football Hall of Fame recently unveiled its newest limited-time exhibit, which offers visitors an inside look into the complex history of on-field communication devices. “*Signs of the Times*” is an immersive exhibit that explores the evolution of how coaches communicate with their team on the field, from early face-to-face instructions and hand signals, to today’s high-tech innovations.

Through a dynamic collection of artifacts provided by DVSPORT, CoachComm, and GoRout, including an entire X-System Sideline Cart and a transparent helmet equipped with the latest in Coach-to-Player Receivers, interactive displays, and historical footage, the exhibit showcases the technological advancements transforming the way plays are called. These items will help visitors gain a deeper understanding of how these innovations have enhanced the strategy, speed, and efficiency of the game.

“Communication has always been a cornerstone of team sports - especially football - and this exhibit shows fans how on-field communication methods have defined college football,” said Kimberly Beaudin, President and CEO of the College Football Hall of Fame. “At the College Football Hall of Fame, we pride ourselves in showcasing all aspects of the game and ‘Signs of the Times’ explores all the intricacies of coaches communicating with their players.”

Located on the second floor of the Hall of Fame, in the Andrea & James Clarke Family Gallery, the exhibit also gives visitors the opportunity to decode examples of the massive playboards that everyone is now accustomed to seeing on the sidelines, learn more about the intricacies of the replay process, and various factoids relating the equipment to key moments in college football history.

The exhibit is currently open to guests Wednesday through Monday, 10am to 5pm, and is scheduled to be available through the month of May. For more information about the College Football Hall of Fame, including hours of operation, ticket prices, and other visitor guidelines, please visit cfbhall.com.

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About the Chick-fil-A College Football Hall of Fame

The national Chick-fil-A College Football Hall of Fame is dedicated to its mission to inspire and entertain by celebrating the passion and traditions of college football and its greatest players and coaches. The Hall celebrates the universal values of hard work, integrity and perseverance and fulfills its mission through storytelling, impactful programs and unique experiences focused on the core of preservation, celebration, and inspiration. Located in the heart of Atlanta's sports, entertainment and tourism district, the Hall provides visitors with a highly immersive, interactive, and engaging experience using a blend of historic college football artifacts and state-of-the-art, interactive multimedia exhibits. The National Football Foundation (NFF) founded the Hall in 1951 to immortalize the greatest players and coaches as role models for future generations and established its new home in Atlanta in 2014. The College Football Hall of Fame is a non-profit organization that provides a national platform for community outreach, education, and character development initiatives, and serves as a premier special event venue. For more information on the Hall, a 10-year TripAdvisor® Certificate of Excellence recipient, please visit www.cfbhall.com.