

mendo **stadia**

SIGNAL IDUNA PARK

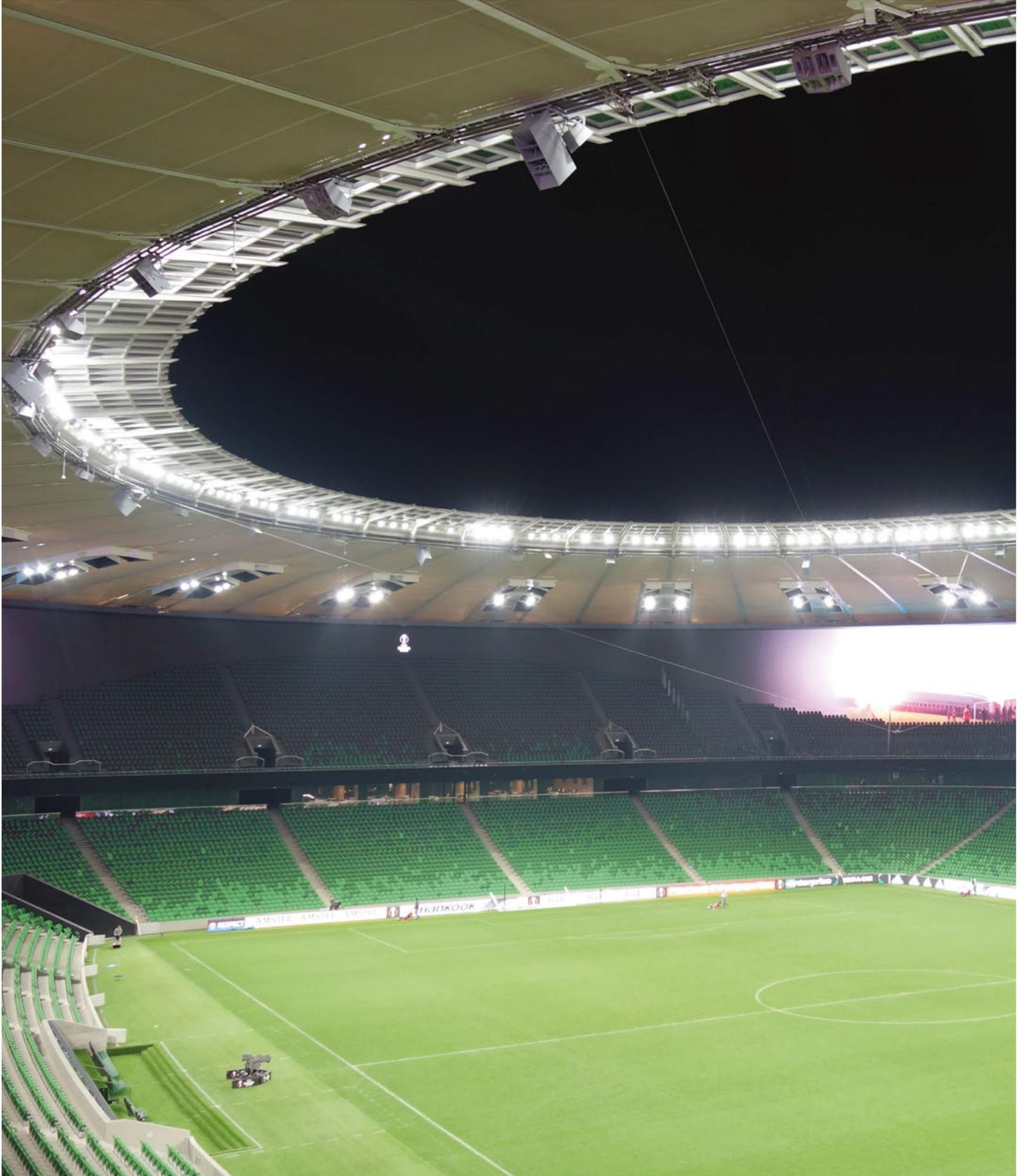
Borussia Dortmund's home ground has its audio system revamped.

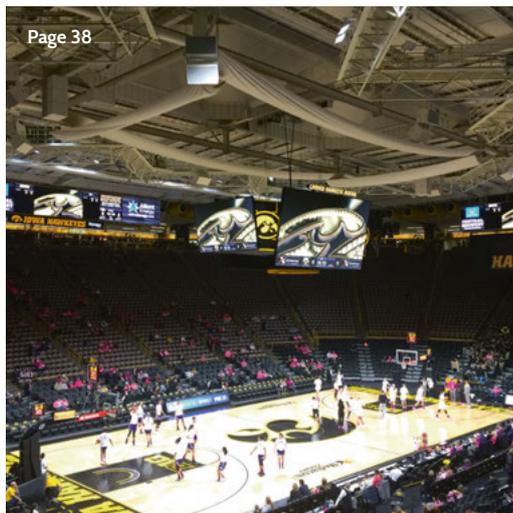
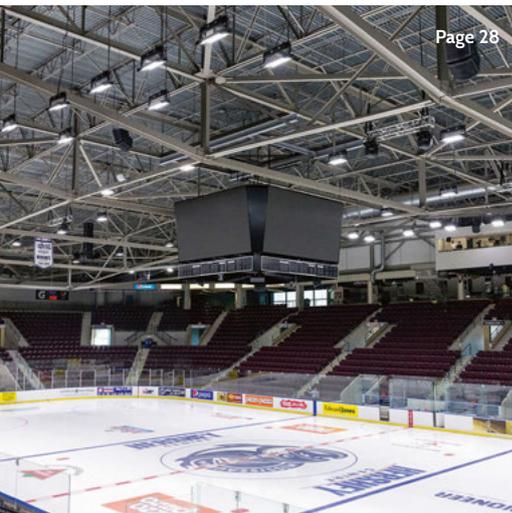
AL THUMAMA STADIUM

The latest designs of the proposed FIFA World Cup 2022 venue in Qatar.

SCOTT WILLSALLEN

Auditoria's main man discusses his vast experience in delivering stadium events.





ISSUE 1

We're delighted - and very proud - to present the very first issue of mondo*stadia.

To create a new title for this particular part of the industry seems like a natural choice, especially given the huge array of exciting projects within stadiums, arenas and sporting venues across the world.

The world of sport generates memories like nothing else and, with coverage now, quite literally, 24/7, the headlines and hype often overshadow other hugely important aspects.

This is where we feel mondo*stadia comes in - we want to showcase the technical innovations, the groundbreaking designs and hard work that goes into creating these spectacular sporting venues where we all enjoy those memorable moments.

We hope you enjoy our first issue...

SAM HUGHES
ASSISTANT EDITOR

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KAUFFMAN STADIUM

Kansas City, USA

The 37,903-seat Kauffman Stadium in Kansas City, Missouri underwent a \$250m renovation for the 2009 season, which included an expansion of the concourse, new amenities, and state-of-the-art technology that make game day even more exciting. The K, as the stadium is affectionately known, has welcomed more than 79,611,876 fans since it first opened in 1973, making it the sixth oldest stadium in MLB.

Part of the upgrade in 2009 involved installing more than 450 displays for back-of-house support in the luxury suites, and around the concourse. The displays are fed by an IPTV system, delivering live game feeds and digital signage campaigns to engage fans out of their seats, with the ultimate aim of bringing in additional revenue. As the Kansas City Royals - the stadium's resident baseball team - prepare to celebrate its 45th season this year, some further upgrades were made more recently, one of which was related to the IPTV system.

Unfortunately, many of the media players from the previous installation were starting to fail, so the venue made the decision to source a cost-effective, durable replacement. The new system was needed to be reliable and future proof. In addition to the media players failing, the IPTV system had other shortcomings too, for example, it suffered from significant delay that degraded the viewing experience, and the digital signage system was cumbersome in creating and dynamically updating digital signage content. The aim with the new system was to create a solution capable of delivering low latency video around the concourse TVs and suites, feature an easy-to-use interface for efficient digital signage creation, as well as the flexibility to address any arising content demands.

After accessing all the options, the team at The K settled on VITEC's EZ TV IPTV and Digital Signage Platform. It more than met the requirements. Capable of making use of the existing IP infrastructure, the EZ TV Platform offered unparalleled value and performance. EZ TV is a broadcast-grade solution that combines IPTV distribution with powerful digital signage

capabilities into an all-in-one integrated platform. EZ TV's flexible, open-architecture is ideal for the ever-changing video, marketing and sales of today's sports venues such as the Kauffman Stadium. With proven reliability, superb video quality and under one second of delay streaming 1080p full HD content to any screen - TVs, PCs and mobile devices - EZ TV seamlessly integrates to the existing network environments and is able to manage any type of video content including streams generated by third party encoders.

The EZ TV Platform has multiple functions depending on the area of the stadium. If a fan is out of their seat, thanks to the EZ TV Platform they can still enjoy the game and other video footage. In the private suites, the automatically updated electronic program guide (EPG) and video-on-demand capability provides access to non-linear content and delivers a unique experience that rivals their home setup. Digital signage is highly flexible with the new system - eye-catching digital signs can be created quickly, so too can menu updates integrated to POS vendors. The onboard administration and analytics tools also empower the venue organisation with campaign information vital to pulling in untapped revenue streams. Now that the upgrade is complete, VITEC's EZ TV IPTV & Digital Signage Platform is fuelling content into every display in the stadium, providing fans with eye-catching content, superior video quality and lower latency for game-day feeds as they walk around the concourse. The new VITEC system has also improved capabilities for the staff who work in the administration and control room at The K. EZ TV offers a comprehensive set of tools for managing content packages, channel line-ups for the different and central control and troubleshooting of any end-point used in the building. It also provides unique features that allows them to continue to enhance the game day experience at the venue.

"The K is the crown jewel of Kansas City, and one of the best ballparks in the country. Video failure and stale campaigns were tarnishing the fan

experience," said Brian Himstedt, Senior Director - Information Systems at Kansas City Royals. "We selected VITEC's EZ TV IPTV and Digital Signage Solution because it delivered incredibly reliable and high-quality, low latency streams and digital signage creation tools that make coming to the K unforgettable. We're able to really use our screens to add value and a new dynamic that we didn't have before."

Alongside the IPTV system upgrade, Advanced RF Technologies, Inc (ADRF) - a provider of in-building wireless solutions - addressed the stadium's need to enhance its wireless coverage and capacity systems to improve voice and data usage for the fans.

Knowing that providing adequate cellular service would be tricky, ADRF took on the challenge, with the help of The K contracting team. Collectively, they considered and reviewed RF design, partner coordination, installation and technical support before going ahead with the integration.

The final solution comprises an ADRF ADX Distributed Antenna System (DAS) deployed to robustly support all four Tier 1 wireless service providers. The modular architecture of the DAS system enables fast, easy, hot swappable upgrades from the initial single carrier system to the eventual Neutral Host deployment. A combination of medium and high power ADX DAS Remote Units all fed by a single Head End complex were strategically placed to overcome aesthetic and design constraints. Although, not upgraded recently, the technology focal point of this stadium is without doubt the spectacular 84ft by 104ft Crown Vision HD scoreboard. The icing on the cake for this scoreboard is the interactive crown, which rises about 40ft above the Crown Vision screen - a visually iconic feature for the Kansas City stadium. ●

TECHNICAL INFORMATION

BRANDS- VITEC, ADRF
WEBSITE- www.vitec.com / adrftech.com