

## Case study



ROYAL  
RANDWICK

## Royal Randwick Racecourse

### World-leading IPTV solution for a world-class racecourse

The Australian Turf Club's \$168m redevelopment of the Royal Randwick Racecourse is something to behold. With full glass frontage on all levels, the new grandstand provides an uninterrupted outlook of the racecourse and surrounding parklands as well as spectacular views of the CBD skyline. With views like this it may come as a surprise to many that the grandstand packs a whopping 800 networked HD displays.

The truth is, of course, that the fans' needs come first, and the latest in digital signage ensures racegoers will never miss any of the action (at Randwick and elsewhere) as well as providing all the odds and other vital race day information.

## The challenge

The system specified by consultants had to accommodate a wide range of content sources from terrestrial free-to-air channels and satellite pay TV to outside broadcast vans, production facilities and digital signage produced in-house by the Australian Turf Club (ATC).

## The solution

There are over 60 channels at the site with over 30 signage pages displayed. The screen experience is powered by an Exterity IPTV system, consisting of HD and SD AvediaStream Encoders, Chassis and AvediaPlayer Receivers, and enables each screen to access any content under central control of the Exterity AvediaServer management platform.

High-definition displays are located throughout the venue including bars, suites, ballrooms, dining areas, outdoor spaces and management facilities and the Exterity IP video system enables control of each display and associated content both centrally and from AMX control panels located throughout the facility.



## The result

An IPTV system such as this makes plenty of sense for a large facility such as the Royal Randwick Racecourse. Each of the screens has an Exterity Receiver assigned to it, which, with the aid of some simple controls gives the user the ability to change 'stations' to suit. In the hospitality areas, each table (some 200 in all) has its own Sony Vaio touchscreen — effectively a self-contained tablet PC — which allows visitors to change the channel via an easy-to-use interface. Only an IPTV system could provide this manner of flexibility.

Similarly, every corporate box has operator controls for adjusting the content of their screens. Other displays in bars and concourses are under the control of ATC staff. The entire system is managed from a control room located deep inside the grandstand. Sophisticated management software from Exterity allows the ATC to manage its digital signage content creation and scheduling.

## About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver networked video over IP to some of the leading organizations across the globe. These organizations choose Exterity products because they want the best, because they demand excellence.

Enabling distribution of HD quality TV and video over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

## Highlights

- Deployed in over 40 countries
- Scalable solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.