



Ulster Rugby

Ulster Rugby Transforms Stadium Matchday Experience with Exterity IP Video and Digital Signage

Competing in the Guinness PRO12 and the European Rugby Champions Cup, Ulster Rugby is one of Ireland's four professional provincial rugby teams. It represents the IRFU Ulster Branch, one of the four primary branches of the IRFU, and is responsible for rugby union throughout the geographical Irish province of Ulster, comprising six counties in Northern Ireland and three in the Republic of Ireland.

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Adrian Back, Eurotek



The challenge

Following the large scale redevelopment supported by the Department of Culture, Arts and Leisure Northern Ireland (DCAL), Ulster Rugby’s home at Kingspan Stadium in Belfast has increased its capacity from 11,000 to 18,000 with the construction of three new stands. The stadium will host both semi-finals and the final of the 2017 Women’s Rugby World Cup, underlining its status as one of Europe’s finest live rugby venues.

To reflect its position as a state-of-the-art connected stadium using video as a key part of its matchday experience, Ulster Rugby wanted to extend its existing Exterity IP video system with integrated digital signage to combine its matchday live coverage with visitor information and promotional advertisements in different areas around the stadium.

The solution

The Exterity IP video system was deployed by systems integrator Eurotek, the market leader in the design, supply, installation and integration of audio-visual communications equipment in Ireland, and enables Ulster Rugby to encode live match camera feeds and stream them internally - alongside TV channels, including BBC News and BT Sport - to 96 screens around the venue.

Adrian Back, Technical Sales and Business Development Manager with Eurotek, commented: "Eurotek was delighted to be selected by Ulster Rugby to supply digital signage to the Kingspan Stadium. We proposed the Exterity ArtioSign signage solution as we knew it was capable of meeting the high technological standards required by the client. We’re highly satisfied with the end result and will be recommending integrated Exterity IP video and digital signage technologies to our future clients."



The result

Already a customer of Exterity’s IP video system, the addition of digital signage now enables Ulster Rugby to deliver live match footage combined with tailored visitor information and promotional advertisements to screens throughout the stadium.

In addition to live and recorded video, Exterity’s ArtioSign signage solution is used to engage fans and maximize revenue throughout the stadium, including screens in:

- Reception stands, corporate hospitality boxes, lounge and bar areas: managed by the commercial team, the integrated signage and IPTV screens display pre-match footage and information, sponsorship and promotional merchandise adverts, tickets, upcoming events, match replays and social media feeds, all through rotating signage screens.
- The corporate lounge area: used for meetings and conferences on non-match days, Exterity ArtioSign is used to create tailored messages for corporate customers.
- The gym: the signage screens provide information about nutrition and training sessions for the players.

Adrian McDonagh, IT Manager at Ulster Rugby commented: "Extending our existing Exterity IP video system with digital signage was a natural step and has enabled us to combine high-quality video with sponsorship adverts, match information and RSS feeds. We like that we can manage the entire solution from a central point and can easily deliver the right content to the right screen. The drag-and-drop graphical editor makes it easy for the commercial team to create and update signage before each match or event."

The Exterity system at Ulster Rugby Kingspan Stadium comprises:

- AvediaStream TVgateway
- AvediaStream Encoder
- AvediaServer central management platform
- AvediaPlayer set-top boxes
- ArtioSign Digital Signage

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About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video and digital signage over an IP network to some of the leading organizations across the globe.

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 London, Paris, Munich, New York, Dallas, Dubai, Sydney, 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.



United Kingdom Headquarters

t: +44 (0) 1383 828 250

w: www.exterity.com

e: info@exterity.com

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