

Case study



Royal Shakespeare Company

Exterity IPTV solution streams stage action to multiple locations to share the excitement of rehearsals and live performances, and build employee enthusiasm

The Royal Shakespeare Company (RSC) is an ensemble theatre company, in which everyone from directors, actors and writers to production, administrative, technical and workshop staff all collaborate in the RSC's distinctive approach. When the company moved its offices to a modern location in Chapel Lane, 500 metres from the main theatre, it sought a way to keep staff in touch with "the smell of the greasepaint and the roar of the crowd".

An Exterity IPTV solution uses the corporate network to stream stage action to eight LCD screens placed throughout the RSC's Chapel Lane offices. The Exterity system keeps staff in touch with rehearsals and performances, can be easily expanded, and improves the Company's return on its network infrastructure and bandwidth investments.

Royal Shakespeare Company Goals

- Share rehearsals and live theatre performances with every member of the ensemble, regardless of location
- Provide a top quality viewing experience

Exterity Solution

- End to end IPTV solution to connect stage to Chapel Lane administrative offices
- Encoder to inject video from stage camera channels into network as standard MPEG stream
- IPTV receivers to enable LCD displays in administrative offices to display theatre action

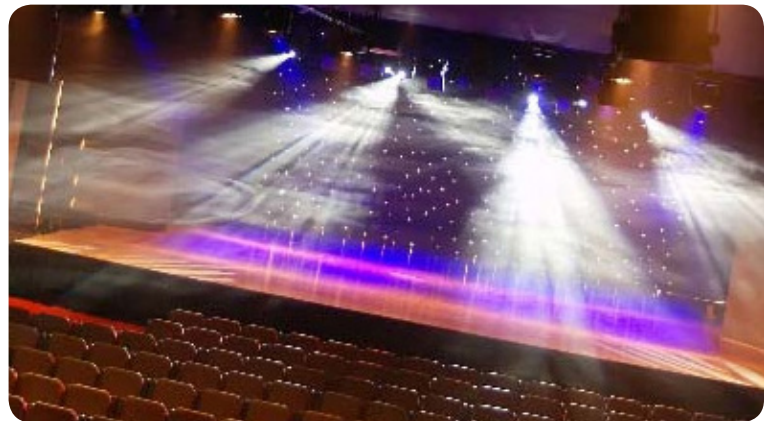
Royal Shakespeare Company Benefits

- Delivers broadcast-quality pictures from stage camera to Chapel Lane facility
- Makes most efficient use of network bandwidth, increases return on network investments
- Will easily support video access via staff personal computers
- Can add users and additional video sources without service disruption

The challenge

The Royal Shakespeare Company (RSC) is a theatre company based in Stratford-upon-Avon, the birthplace of William Shakespeare. The aim of the RSC is “to keep modern audiences in touch with Shakespeare as our contemporary.” To that end, the RSC’s repertoire includes not only the works of Shakespeare and his contemporaries, but classic and modern plays as well.

The RSC is an ensemble company: everyone in the company, from directors, actors and writers to production, administrative, technical and workshop staff all collaborate in the RSC’s distinctive approach to theatre. With more than 500 people



involved, spread across multiple buildings, this collaboration requires a means of connecting office-based staff with action taking place on the stage.

As part of an extensive transformation of its Stratford-upon-Avon home, the RSC moved its administrative functions to a remote site outside the main theatre building. To keep both sites connected and maintain the ensemble’s cohesiveness, the company sought a way to stream images from the stage to its new office building located nearby in Chapel Lane

Jane Ellis, Communications Manager at the RSC explains: “A key part of our ongoing transformation project is to move all administration, financial and marketing functionalities from our main theatre to a new self-sufficient office facility. It is important that all staff can see and hear what is happening in the auditorium, so being able to stream live images of rehearsals and productions helps to create an exciting and dynamic atmosphere outside of the theatre building.”

The solution

The picture quality delivered by traditional coaxial TV and video distribution systems is easily degraded by distance and electrical interference. To assure the top-quality viewing experience needed to communicate the excitement of the stage, the Royal Shakespeare Company chose an Exterity IPTV solution to deliver TV and video channels to TVs, AV displays and personal computers.

The RSC's systems integrator installed an Exterity AvediaStream Encoder to inject live images from the video camera that overlooks the stage at the main theatre onto the dedicated network running between buildings. Exterity AvediaPlayer Receivers deliver the resulting video streams to eight LCD screens placed throughout the RSC's Chapel Lane office.

“Being able to stream live images of rehearsals and productions helps to create an exciting and dynamic atmosphere outside of the theatre building.”

Jane Ellis, Communications Manager, Royal Shakespeare Company

The result

“Every member of the RSC's staff is involved in creating the productions in some way, and so keeping them in touch with the end result on stage is vital even though they may not be in the same building.” Colin Farquhar, CEO of Exterity. “With our IPTV system, the company can constantly remind staff that they are part of a creative and innovative organisation.”

At the time of writing, plans were already in place to expand the use of the Exterity solution by linking the dedicated network to the main RSC data network, enabling all staff to view theatrical performances from their computer or laptop.

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.