



## USE CASE | STADIUM HD STREAMING



After careful review of various content delivery systems on the market today, VITEC's system was by far the leader in immaculate HD Video processing with ultra-low latency delivery for a live stadium event. ”

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# Buffalo Bills Choose VITEC's IPTV Video Streaming System for HD Video at Ralph Wilson Stadium

## The Background

Located in Orchard Park, NY, Ralph Wilson Stadium opened in 1973 and is the home of the NFL's Buffalo Bills. The Stadium, which seats over 70,000 and covers 197 acres, has a rich and storied history of many great moments in football. Renovations, which began in 2013, include hundreds of television screens and a 5,400 square foot HD video/scoreboard. VITEC was chosen to implement the High Definition video streaming capability for the new stadium's televisions and video walls throughout the facility that display Digital Signage content for Point of Information (POI), Point of Sale (POS) and live video in common areas and in suites.

## The Challenge

With over half a million fans visiting Ralph Wilson Stadium each year, the video quality on game day is absolutely critical. The major challenge for the Buffalo Bills at Ralph Wilson Stadium was the need to manage and stream the appropriate low latency broadcast quality HD video content at the right time to the right monitor, cost effectively.

In addition, it was imperative to provide private suites with an enriched television experience that can be controlled individually. The Bills broadcast staff needed to be able to manage the displays from a centralized location by changing channels, controlling volume and powering on and off.

The \$130 million renovation included overhauling the entire stadium, from aesthetics to a voltage wiring revamp and technology refresh. The Buffalo Bills and Ralph Wilson Stadium were looking for a system that would take them into tomorrow with upgradable components as well as providing fans with an enhanced game day experience.

Making sure the audience stays informed about stadium information and promotional activities on hundreds of monitors without missing a moment of the game is essential to giving the fans the unforgettable experience that will keep them coming back.

## The Solution

VITEC provided an end-to-end IPTV video system that displays pristine High Definition H.264 video, with ultra-low latency, live to Monitors throughout the stadium.

The solution is comprised of VITEC's modular encoding and streaming platforms; the MGW 1100, a True Carrier grade encoding system that has a single central management and streaming interface with Set-Top boxes, which support low latency video and control, installed on over 920 of Ralph Wilsons Stadium's Televisions including large video wall displays throughout.

Streaming high definition digital video through VITEC's IPTV Solution cleans up wiring by avoiding deploying a COAX cable and network cabling. Using an IPTV system, the stadium will only need to install one wire, which will give them the ability to control the content and the displays, through a single interface, from desktops and mobile devices.

Additionally, the award winning EZ TV IPTV system through its set top box administration and remote control system provides central content management for displays throughout the Stadium. Custom integration with the display API added the ability to control volume, power, and keep track of display status. The VITEC Solution provides options to impress suite holders with pre-game on-demand viewing capabilities.

VITEC's Solution for the Buffalo Bills improves the fans in-stadium viewing experience by providing better video quality and viewing options to increase Ralph Wilson Stadium's ability to promote through Point of Information (POI) and Point of Sale (POS) displays. Their winning system also provides a green energy-saving feature that allows all the game board screens to be turned off simultaneously.

## Featured Products



### MGW 1100

The MGW 1100 is one of VITEC's professional, carrier-grade Blade Systems that encode and stream video at broadcast quality and at a variety of bit rates. VITEC's MGW Blade Systems are available in 1RU, 4RU, and 10RU platforms that host advanced encoding, transcoding, and mobile blades. These highly flexible and modular systems meet the diverse needs of any market segment.

VITEC Blade Systems process compressed and uncompressed HD/SD MPEG-4 AVC (H.264) and MPEG-2. Transcoding and mobile blades enable extended reach and flexible dissemination of live video to any mobile device, phone, smart TV and over-the-top (OTT) media player over WiFi, 3G or 4G LTE networks or over the public internet.



### EZ TV IPTV Portal

VITEC's IPTV Portal Solution for management, distribution, and archiving of live and on-demand content over IP networks. Includes the EZ TV Administration interface for Content management, Conditional Access with AES Encryption and User Managements via Microsoft Active Directory and Channel Guide creation. Includes the EZ TV IPTV Player; browser-based, "install-free" software player that supports MPEG-1/2/4/H.264 SD and HD multicast / unicast streams.

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