



# TSG 1899 Hoffenheim



## VITEC IP Video Solution Creates Immersive In-Stadium Experience for TSG 1899 Hoffenheim Football Fans

Connectivity plays an integral part in the matchday experience, with more fans than ever before expecting Wi-Fi and video streaming before, during and after the game. With its supporters' interests in mind, German football club TSG 1899 Hoffenheim decided to invest in IP video technology to provide a truly immersive matchday experience in its VIP lounges and boxes.





## The challenge

The WIRSOL Rhein-Neckar-Arena was completed in 2009 and holds 30,150 spectators, who watch TSG 1899 Hoffenheim compete in the Bundesliga – the world’s best-attended association league in the world and Germany’s finest.

Yet, in today’s highly-connected world, being able to deliver an incredible performance on the pitch is not enough – fans want to feel part of the action and witness goals on big screens as they happen on the pitch, even if they’re away from the main stand. This led TSG 1899 Hoffenheim to rethink its approach to the matchday experience in an effort to increase its value for tech-savvy visitors.



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Colin Farquhar, SVP Sales, VITEC



## The solution

TSG 1899 Hoffenheim decided to deploy a VITEC (originally Exterity, acquired by VITEC in 2021), IP video system to deliver live TV and video to its VIP lounges and boxes at WIRSOL Rhein-Neckar-Arena, giving fans an unparalleled stadium experience.

VITEC AvediaStream® Gateways deliver live digital TV, while AvediaStream e3655 and e3635 encoders stream Fan-TV from the stadium and live events from VIP areas to AvediaStream Media Player set-top boxes, which are connected to every screen in VIP lounges and boxes.

A VITEC AvediaStream m9350 Media Player is also installed to take the IP video streams and contribute them directly into SDI broadcast environments. The entire system is managed centrally via the AvediaServer® management platform.

“TSG 1899 Hoffenheim is one of the top clubs in the Bundesliga, Germany’s main football league and more than 12 million fans attend Bundesliga matches each year. TSG Hoffenheim wanted an in-stadium experience to match the high-quality football being played on the pitch,” said Colin Farquhar, SVP Sales at VITEC. “Video is playing a fundamental role in transforming the fan experience during live events, and we are delighted that our IP video solution will deliver high-quality video streaming to many football fans.”

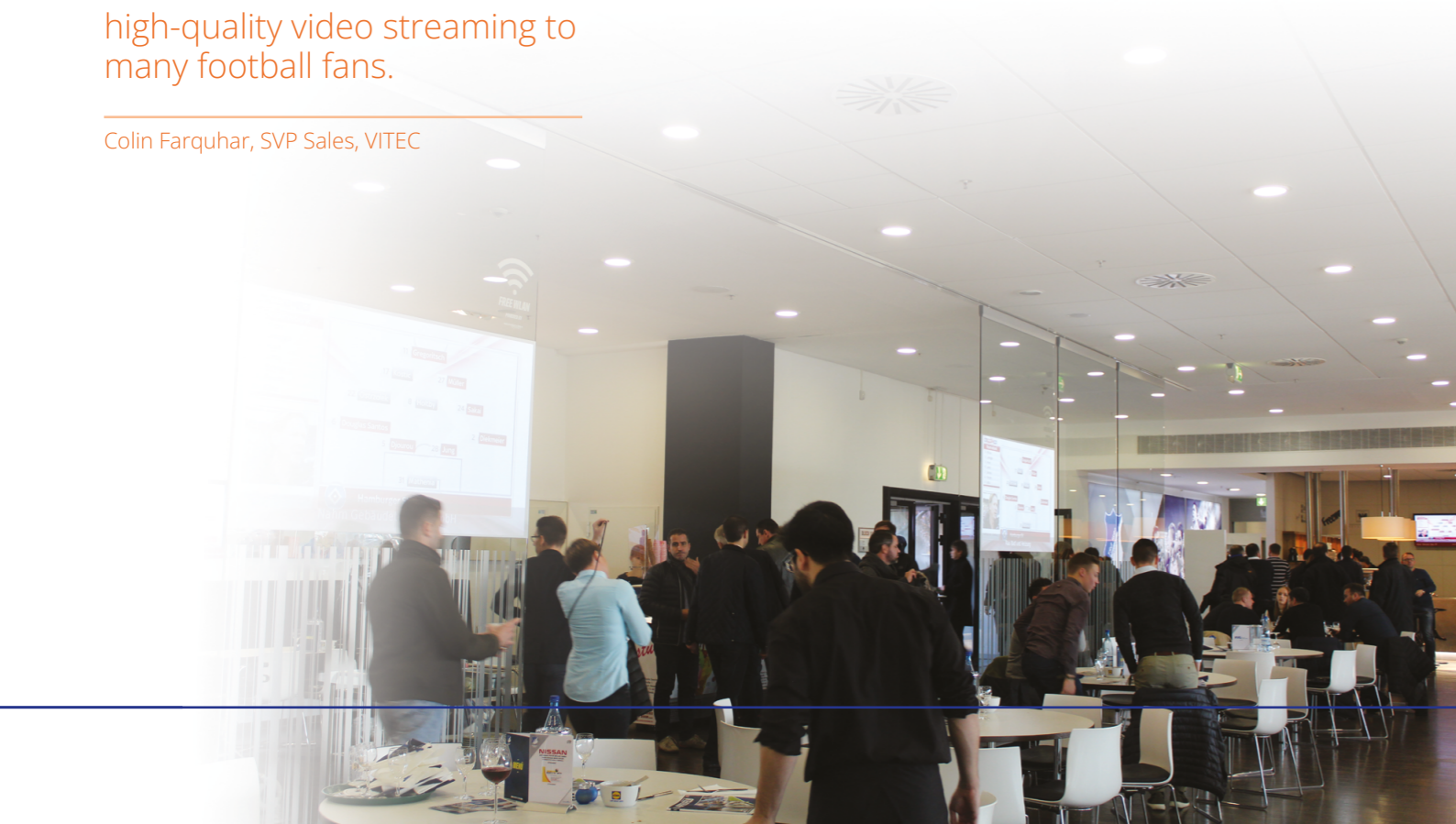
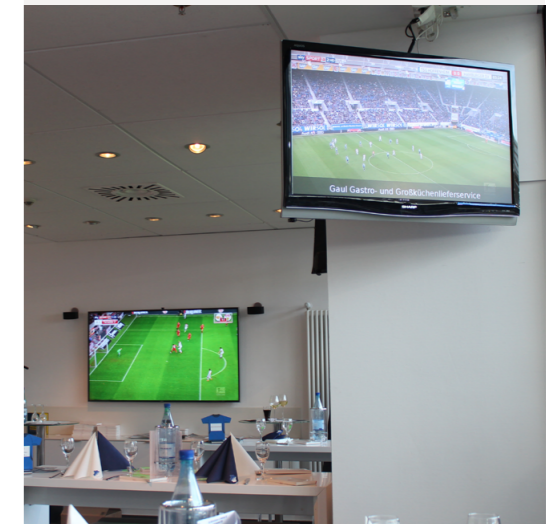


By deploying the VITEC IP video system, we are able to seamlessly stream high-quality video content to all screens in our VIP areas. A key benefit of the VITEC system is that it enables us to centrally manage the entire process, which means we can easily deliver the right content to the right screen. Our VIP guests can take an active part in the action– and for sports fans, there’s nothing like the match day experience.

Joachim Bohn, Facility Manager

### The TSG 1899 Hoffenheim IP video solution comprises:

- AvediaStream g4412 & g4410 Gateways
- AvediaStream e3635 Encoders
- AvediaStream Media Players
- AvediaStream m9350 Media Player
- AvediaServer





## The result

Deployed by systems integrator Schweickert Netzwerktechnik, the VITEC IP video system also enables the in-house distribution of content such as press conference materials and interviews from its Arena sport studio.

VIPs and corporate guests also benefit from the VITEC system, which delivers welcome messages on screens in the VIP reception area, and full presentations and agendas from both internal and external events hosted in the Arena.

Joachim Bohn, Facility Manager at TSG 1899 Hoffenheim commented: "By deploying the VITEC IP video system, we are able to seamlessly stream high-quality video content to all screens in our VIP areas. A key benefit of the VITEC system is that it enables us to centrally manage the entire process, which means we can easily deliver the right content to the right screen. Our VIP guests can take an active part in the action – and for sports fans, there's nothing like the match day experience."

## Industry Leading Video Innovation

VITEC is a market-leading provider of IPTV, Video Streaming and Digital Signage Solutions that help organisations harness the power of video to engage, empower and evolve. VITEC is a pioneer in the design and manufacture of hardware and software for video encoding, decoding, transcoding, archiving and streaming over IP. Our end-to-end video streaming solutions enable customers to capture TV and video content directly from any source and manage its delivery, as channels or within digital signage screens, to any connected device via an existing network.

From corporate, broadcast and venues, to accommodation, government and military, VITEC has global expertise in delivering complex, proAV solutions.

VITEC's award-winning IPTV platform is a powerful suite of services for content management, digital signage, video archiving, and video wall processing. Our encode/decode solutions are 100% hardware based, including PCIe cards with SDK for custom design or OEM for high-performance video systems.

Headquartered in Paris, France, we have a global reach through our offices across the Americas, Europe, Middle East, Africa and Asia Pacific.

Making a difference with green initiatives, VITEC is the first Zero Carbon MPEG company and encourages customers to 'buy GreenPEG' for continued environmental efforts to reduce greenhouse gases.