



## USE CASE | STADIUM IPTV STREAMING

“ Choosing VITEC’s IPTV Sports Venue solution gave us the best video quality, streaming latency performance and intuitive TV experience for Club and Founders Level Suites. We are impressed with VITEC’s EZ TV middleware and the flexible customization options which allow us to stream to our full screen displays and tablets. VITEC’s IPTV solution delivers the highest video quality to improve the fan experience and the reliability needed when managing a large scale video system such as ours. ”

Jeff Lutes  
Vice President of Information Technology  
Orlando Magic



# VITEC IPTV System Is a Slam Dunk for the Orlando Magic and Amway Center

## The Background

The Amway Center in Orlando, Florida is known as the home of the NBA’s Orlando Magic, but basketball isn’t the only thing going on there. The 20,000-seat sports and entertainment complex is also the home of the ECHL Solar Bears and the AFL’s Orlando Predators and is the venue of choice for WWE wrestling, All-Star games and other sporting events, major concert tours and more.

Amway Center is one of the top two digital signage arenas in the country, a distinction it shares with New York City’s Madison Square Garden. With over 1,000 screens and 1.3 million people per year attending events, the fan experience is key to its success. The Orlando Magic have a vested interest in making sure Amway Center’s digital video-delivery system is in top condition. After all, the team’s primary goal is to make sure fans have a fun, flawless experience.

## The Challenge

The previous digital signage system at Amway Center was five years old and it was time for an upgrade to meet the team’s expectations. Their initial need was to lower their set-top box failure rate and improve video playout reliability. In the

process, the team also decided to go from an all-signage system with 1,000+ displays to a blended system of both IPTV and signage to give their fans a more interactive and engaging experience.

The priority for a new system was high-quality video output, low latency and the flexibility for future expansion. The team was looking to meet their needs in terms of cost-effective and absolute reliability, but they also wanted more efficient control from the back office and the ability to stream to tablets.

## The Solution

After looking at digital signage and IPTV systems from some of the biggest players in the market, the Orlando Magic and system integrator CTG chose VITEC for IPTV and Four Winds for digital signage, creating a blended solution that was a major upgrade over the previous system.

The Orlando Magic and Amway Center chose VITEC’s EZ TV IPTV system, the most deployed enterprise IPTV delivery system in the world because of its proven reliability in video quality, with an emphasis in ultra-low latency and flexibility of open-architecture for live stadium events. EZ TV - with its STB module and manager, EZ TV Player, and MGES 6000 encoder blade - gives the venue advanced digital TV capabilities.

Instead of recording content locally, the team can record up to five streams of video on a centralized server with network storage using the network digital video recorder. There's also a configurable electronic program guide, and video-on-demand services give users instant access to recorded content with features such as fast forward, rewind, and play/pause/resume.

VITEC's EZ TV system automated and streamlined processes created a more efficient delivery of instant replay during games and events, allowing fans in the suites to see replays of the action immediately after content is posted. EZ TV delivers content for the team's 20 live channels and manages an additional 60 broadcast cable channels going to over 300 VITEC set-top boxes throughout the venue, including courtside, all back-of-house positions (team management, locker rooms, production, etc.), and Club and Founders Level suites. Content also goes out to 700 Four Winds digital signage screens.

## The Result

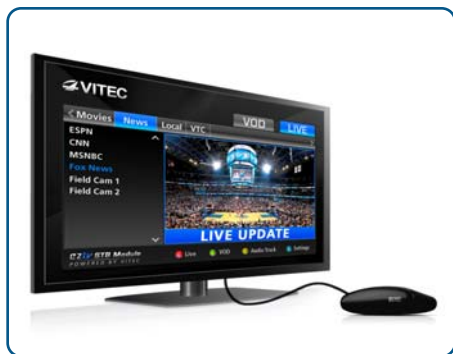
After a lightning-fast implementation process, the Magic at Amway Center have a dependable, low-latency system with back-end flexibility that makes it easy to use. VITEC's EZ TV solution makes integrating additional branding (customizing UI's), such as full-screen displays of sponsor logos appearing on screens in the luxury suites or the various team logos, quick and easy.

The Magic find it especially valuable to be able to record video streams for basketball and other events in the arena. Now the team can stream directly to VITEC set-top boxes using the VITEC EZ TV system. The EZ TV software, compatible with both the iOS and Microsoft platforms, will enable streaming directly to tablets when the team is ready to roll out that capability.

All in all, the VITEC EZ TV Enterprise IPTV system gives the Orlando Magic and Amway Center the performance and reliability they need today and more than enough capability to grow and evolve in the future - all so that they can give fans a more engaging, interactive experience.

## IPTV Sports Venue Solution

- Real-time broadcast quality video delivery to over 1000 TV monitors in the arena and in suites
- Centralized management and control of IPTV Set-Top-Boxes and scheduling of content playback
- Advanced, scalable EZ TV middleware for live and on-demand video with EPG and DVR support
- Low Latency encoding and streaming of game day and other event video feeds using VITEC's MGW Encoders
- Comprehensive SDK enables teams to customize content workflows and adapt control interface for all types of events



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