



TSG 1899 Hoffenheim



Exterity 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.





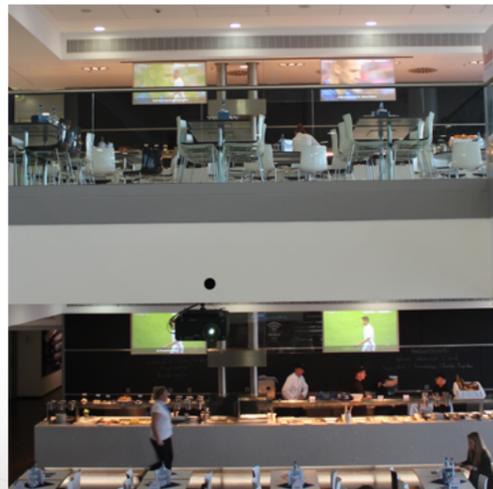
The challenge

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.

“TSG 1899 Hoffenheim wanted an in-stadium experience to match the high-quality football being played on the pitch. 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.”

Colin Farquhar, CEO Exterity



The solution

TSG 1899 Hoffenheim decided to deploy an Exterity 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.

Exterity 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 AvediaPlayer™ Receiver set-top boxes, which are connected to every screen in VIP lounges and boxes.

An Exterity AvediaStream r9350 Receiver 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.

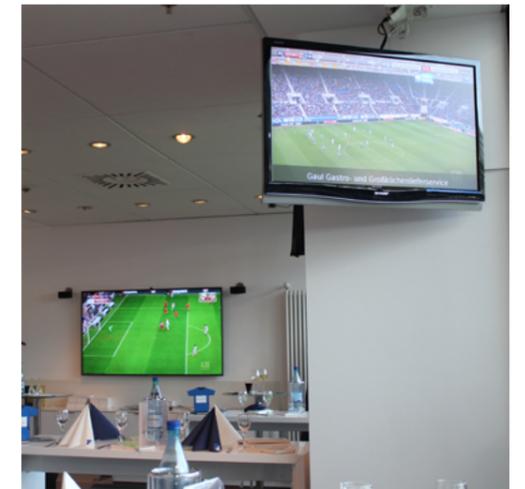
“TSG 1899 Hoffenheim is one of the top clubs in the Bundesliga, Germany’s main football league and more than 12 million fans attend Bundesliga matches each year. TSG Hoffenheim wanted an in-stadium experience to match the high-quality football being played on the pitch,” said Colin Farquhar, CEO at Exterity. “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 Exterity 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 Exterity 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
- AvediaPlayer Receivers
- AvediaStream r9350 Receiver
- AvediaServer





About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video over an IP network to some of the leading organisations across the globe. Our IPTV technology solution enable the distribution of TV, video and digital signage over enterprise IP networks to an unlimited number of end points, supporting large volumes of content and receiving devices without compromising system performance or availability.

In 2021, Exterity was acquired by VITEC, a worldwide leader in IP video streaming solutions. The move signals VITEC's intention to accelerate growth and strengthen its leadership position, with natural technology and customer synergies between the two companies that will enable VITEC to extend its reach into new geographies, market verticals and partners.

The result

Deployed by systems integrator Schweickert Netzwerktechnik, the Exterity 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 Exterity 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 Exterity 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 Exterity 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."