Matmut Stadium de Gerland

Exterity IP video and digital signage modernises Matmut Stadium de Gerland

Since its foundation in 1913 by local architect Tony Garnier, the Matmut Stadium de Gerland has shed its skin multiple times: originally designed to host football games, its seating area was expanded to suit the ever-growing popularity of local team Olympique Lyonnais and to host the FIFA World Cup in 1998. Since then, further works have changed the face of the stadium to make it more suitable to its latest occupant: Lyon Olympique Universitaire Rugby (LOU Rugby).

Following its promotion to the Top 14 back in 2016, LOU Rugby needed a venue that would offer an immersive matchday experience for fans that would befit its return to the French rugby elite.

The challenge

Following a major refurbishment of the entire stadium to enable LOU Rugby fans to enjoy a Top 14 match day experience, Matmut Stadium decided to implement an Exterity IP video and digital signage system in public areas, hospitality suites and its on-site restaurant – empowering fans and visitors to stay immersed in the action happening on the pitch, regardless of their location within the venue.

"Sports fans and corporate visitors expect their visit to our stadium to be memorable, so we wanted to give them a Top 14 experience with a tech-savvy, useful and personal touch," said Michael Franchitti, Technical Manager at LOU Rugby. "The Exterity solutions and the work done by GL events Audiovisual enabled us to immediately use the system to make each visit unique, and we're finding the system so flexible we keep adding new features for our guests!"

The solution

Deployed by AV specialist firm GL events Audiovisual, the Exterity full end-to-end IP video installation spans 110 screens, providing access to 42 channels and rugby TV packages, including three beIN channels, Canal+ and multisport, as well as replays of the games for the team and coaches. Fans visiting the on-site restaurant La Brasserie can also watch music videos from MTV on five screens equipped with the Exterity system.

To ensure the highest level of security, all of Exterity's solutions have been equipped with content protection using Samsung LYNKTM Digital Rights Management (DRM). This guarantees that all content transmitted over Exterity's IP video and signage solutions is fully secure at every step of the way.

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**Michael Franchitti,
Technical Manager at LOU Rugby**

The result

The IP video system is complemented by Exterity's digital signage solution ArtioSign, which is used in the LOU Shop and throughout the stadium, including the VIP lounges and event hall. Via ArtioSign, LOU Rugby offers interactive information and promotion about new merchandise, upcoming games and other events, as well as the weather forecast and public transport timetables. In addition to hosting LOU Rugby, Matmut Stadium can be rented by third-party organisations looking for a great day out.

The Village SEGECO, which is the stadium's main reception area, is used to host all pre- and post-game dinners for the club's 1,300 partners. Due to the size and versatility of this area, it is also used to host everything from seminars to cocktail receptions and gala dinners to tradeshows. One of the greatest benefits of deploying Exterity's system in the Village SEGECO is that the signage can be customized for each client event, so corporate guests can enjoy a hyper-personalised experience.

Organisations renting Matmut Stadium want to be able to create a unique event without compromising on their brand. Being able to achieve it can be difficult, and this is where the Exterity system is so valuable: both easy to use and highly flexible, it provides non-specialists with an effective method to deliver their message in their colours and at the time they want. As a specialist in technical services for custom events, this is a perfect addition to the sound, lighting and other solutions that we use to turn a venue into an immersive event."

Germain Botteau, Project Manager at GL events Audiovisual

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.

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