



USE CASE | STADIUM IPTV STREAMING

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VITEC has proved to be superior in video quality, with an emphasis in ultra-low latency, for our live stadium events. The flexibility of their open-architecture has given us the ability to adapt to our specific needs.”

Wayne Wichlacz

Director of Information Technology



Green Bay Packers Select VITEC's IPTV Streaming Video Solution at Lambeau Field

The Background

Home to the Green Bay Packers and located in Green Bay, WI, Lambeau Field is the most revered of stadiums in the National Football League. Lambeau Field seats over 80,000 loyal fans and is the home of some of the greatest moments in NFL history.

The Challenge

The ongoing expansion of Lambeau Field and the Atrium needed a reliable and cost effective system upgrade capable of delivering video over IP networks to 600 large LCD TVs around the main stadium concourse, clubs, suites and other high-use public areas, with low delay.

The biggest technical obstacle the new end-to-end solution had to overcome was a lip-sync issue caused by separate audio and video systems within the venue. They needed to deliver high definition game feeds and TV channels across the stadium and into VIP Suites and that could not be achieved with the old coax system. Another concern was that all TVs needed to be controlled for simultaneous channel selection and turning on/off, including displays located throughout the stadium entryways, concourses, elevators and

video walls. This need included the Champions Club seating area, where the game can be viewed on TV monitors extending on each side of the stadium as well as new Terrace suites with LCD TVs on the new South End.

Additionally, the IPTV system needed to be flexible enough to service Lambeau Field's Atrium and provide viewing capabilities for private functions such as business meetings, conventions, holiday parties and wedding receptions, where guests need to have their own dedicated channels taken from feeds within the event as well as external TV lineups, viewable on as many TVs as they want access to for that space.

The Solution

The Green Bay Packers chose VITEC's solution based on the EZ TV Pro IPTV platform because they found the flexibility of the system met and exceeded all their needs, and also its modularity and scalability enabled a staged system deployment which was very cost effective for Lambeau Field. VITEC's customizable solution provided the stadium's A/V group the ability, freedom and support to adapt the open-architecture IPTV and Signage system to their specific workflows.



The EZ TV Pro IPTV solution has integrated modules which provide central control of the television end points via IP Set-Top-Boxes, with channel management, volume and power controls enabling the delivery of game, event, informative, and advertorial video content with low latency game feeds. The solution, comprised of VITEC's Low Latency IPTV Streaming appliances, provides a single central management and streaming interface, giving the user optimal flexibility as well as exceptional video quality. A critical factor in ensuring the solution met the Lambeau Field budget was VITEC's central IPTV head-end design combined with low latency edge devices and an unbeatable cost-performance ratio.

VITEC's EZ TV gives Lambeau Field administrators complete control of the user experience by selecting which channel to view on any TV, anywhere in the stadium. They can also broadcast anything they choose from advertisements and game feed to emergency information if needed. VITEC's EZ TV also gives VIP guests and event groups the advantage of streaming content, from game-day feeds and other sources, such as Cable TV.

VITEC helped the Green Bay Packers to turn Lambeau Field into a fully optimized arena using cutting edge IPTV technology to deliver broadcast-grade HD video. With ultra-low latency IP streaming throughout the stadium concourses, premium club areas and VIP Suites, fans enjoy the ultimate game-day experience.

EZ TV IPTV Solution

- Real-time broadcast quality video delivery to over 600 TV monitors around the stadium and in VIP suites
- Centralized management and control of IPTV Set-Top-Boxes and scheduling of content playback
- Advanced, scalable set-top-box middleware layer 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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