

CASE STUDY | ENTERTAINMENT

Revolutionising the spectator experience for the **Principality Stadium**.

What was the challenge?

- The Stadium wanted to deliver the ultimate fan experience at its prestigious sporting and entertainment events
- It aimed to share outstanding content over hundreds of HD screens around its arena
- This required ground-breaking technology, including a resilient core network through to the latest media capabilities

'CAE showed an unmatched ability to understand our business model and translate it into a solution that was exciting and made clear financial sense'

Alex Luff, Principality Stadium, Cardiff



THE POINT

The Principality Stadium needed a new IT infrastructure with advanced HD media capabilities to help it attract the best events within an extremely competitive marketplace.

Return on investment was key and the project had to be delivered with minimum disruption..

This meant tight deadlines and required an intimate knowledge of the Stadium and workings of an event. What's more, any IT partner had to commit to the project for 10 years. CAE were up to the task.

THE OUTCOMES

- Enhanced reputation as a leading venue in the UK and Europe
- Unique fan experience, encouraging people to stay longer at the stadium, increasing their spend
- Increased sales from content available to advertisers and event organisers
- Clear return on investment
- Ongoing support of the content strategy, management of the studio environment and successful operation of the complete system

SOLUTIONS

- CAE solution design, installation and support
- First-ever European deployment of Cisco StadiumVision, plus uniquely-designed studio and Cisco LAN
- 4 HD cameras, 2 independent live streaming in-house video channels and 5 external video channels
- 400 LCD screens (40" and 52")
- 400 Cisco Digital Media Players
- 2 x 109.3 square metre LED jumbo screens

SERVICES

- Design and scope
- Strategic consultancy
- Project management
- Site survey
- Cabling (data and power)
- Physical installation and mounting
- Documentation
- Maintenance
- Event support