

WyreStorm®



COMMERCIAL CASE STUDY

Elite Football Offers Ultimate Tech-Savvy
Indoor Soccer Facilities





Client: Elite Football

Web: <https://www.elitefootballcentre.com.au>

Location: Melbourne, Australia

Market: Sports/Leisure/Corporate/Hospitality

Project Completion: January 2018

Integrator: Vision One Technologies

WyreStorm Installed: NetworkHD 200 Series HD over 1GbE, Touch iPad control, 1x2 HDM I Splitter

Elite Football in Maribyrnong is Melbourne's ultimate indoor soccer experience. The team at Vision One Technologies – with no shortage of their own indoor football fanatics – collaborated with the team at Elite to create a stunning audio visual showpiece for their new facility powered by WyreStorm NetworkHD AV over IP.

Vision One's James Sismanes notes the decision to use WyreStorm to handle the AV signal management for this unique project was based on previous experience with the brand and the reliability offered by the company's products:

"We've been actively using WyreStorm's range of HDMI extenders, splitters and switchers for some time now and have grown to rely on their durability. We're in the business of automated upkeep without the constant need for service/repair/replacement and with WyreStorm's product range, we're confident knowing that any scope of works we recommend will be self-maintainable and as close to bulletproof as possible."

Without doubt the highly visible centerpiece of the project is a 3x3 video wall comprising 9x Phillips Display Panels hanging 6m above the artificial turf below a Vogel custom mounting structure. The video wall primarily transmits content from Foxtel beIN Sports and Optus Fetch box.



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3x3 video wall comprising 9x Phillips displays and a Vogel custom mounting structure.

“This state-of-the-art facility has resulted in dropped jaws for everyone visiting it!”



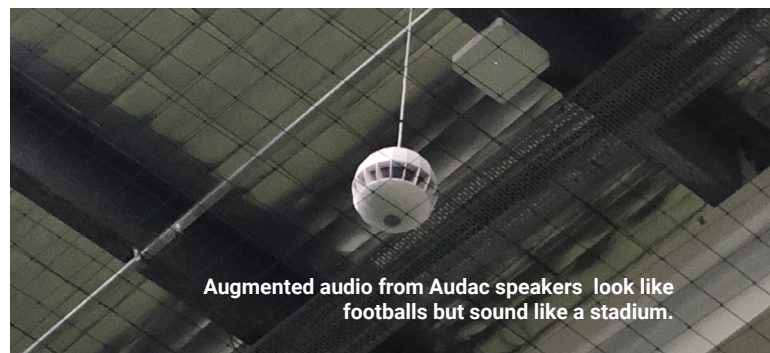
Pitch side Vuepix LED signage paired with BrightSign media playback adds to the customer experience while also generating additional revenue for the business.

20m lengths of Vuepix LED advertising signage (5 advertising boards, each at 4m wide) hug the perimeter of each pitch. Integrated with static/boxed advertising, the Vision One digital advertising solution offer a cost-effective indoor simulation to that of traditional outdoor football stadiums. Each 5-cluster LED video wall for advertising is paired with a BrightSign Networked Media Player/Signage Playback Device for advertising content and playback scheduling, while all content – including animation, design and development – was built and delivered in-house by Vision One.

Across the breadth of the facility, 4x Audac Spherical Hanging Sound Projector Speakers are installed. These spherical speakers – imitating the appearance of a traditional soccer ball – were installed to provide an augmented audio experience, playing back an .mp3 file that simulates the sounds of traditional European crowd chanting/singing. This feature is activated via the use of an Audac 4-zone Paging Microphone.



Digital Scoreboards are paired with wireless presentation devices and referee's portable device via a mobile app.



Augmented audio from Audac speakers look like footballs but sound like a stadium.

4x indoor LG 75" Display Panels and 1x outdoor VuePix LED Display are installed in front of each football pitch. The objective was to provide the necessary AV hardware to facilitate the integration of a mobile scoring system. Under the installed set-up, a match referee connects his mobile device to one of 5 Wireless Presentation Devices, each paired with an individual digital scoreboard. Via the use of screen mirroring, a scoreboard mobile app can be streamed to its allocated digital signage scoreboard, granting the referee the portability to adjust scores/match statistics on-the-fly.

65" LG Semi-Commercial Display Panels are fitted in the Bar, Reception, Gym and Meeting Rooms, each providing a combination of live TV and digital signage.

Audac Surface Mount Speakers and a Subwoofer provide the sonic solution for both the Video Wall and Bar Display panel, while an impressive Audac FESTA System with 8x ATEO Surface Mount Speakers and Subwoofer are installed to motivate and enhance the fitness program in the Gym.

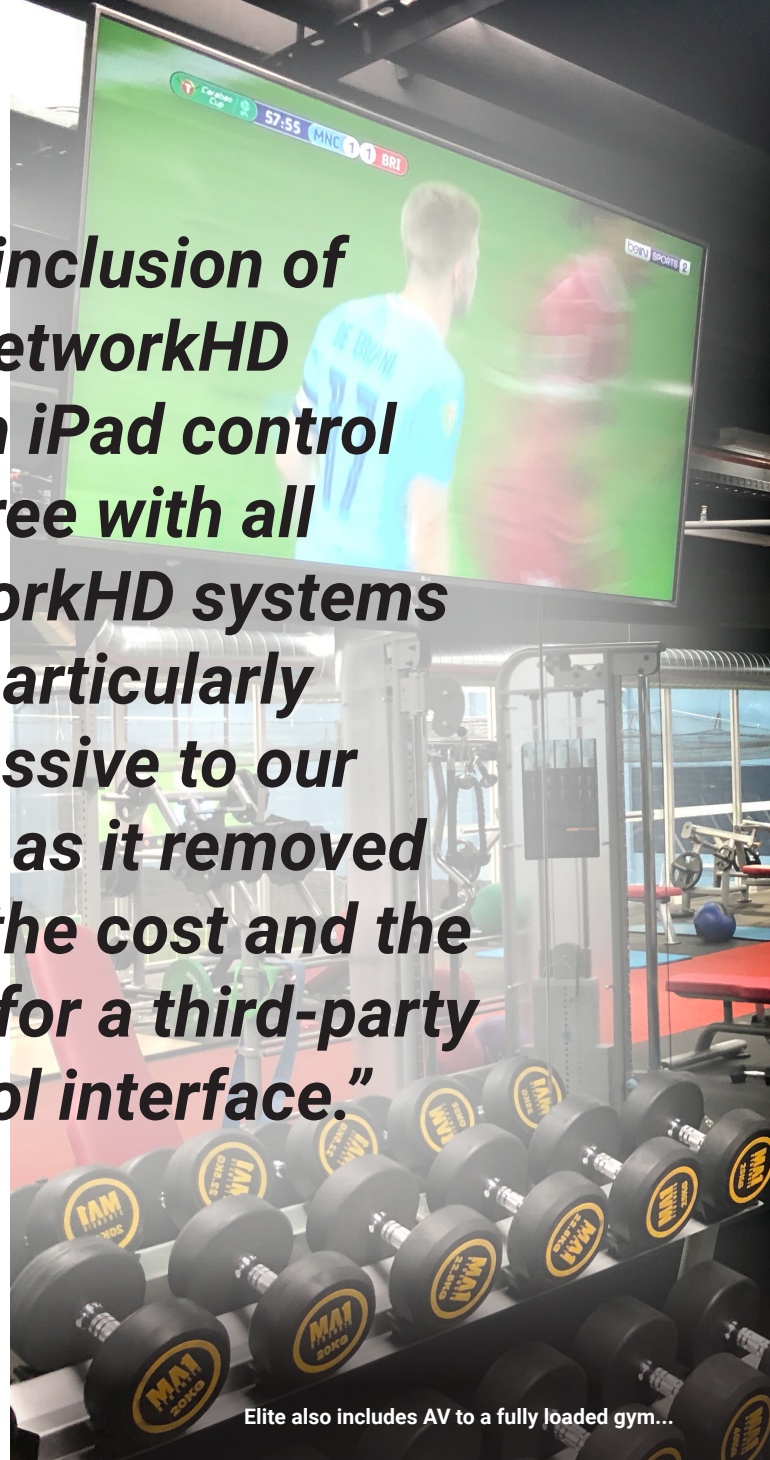
An InDesign Soundbar is paired with each 65" Display Panel in both meeting rooms.

An Audac M2 DSP Audio Matrix, Audac CAP448 Amplifier, 2x Audac DW5066 All-in-one Wall Panels, 2x 6" Ceiling Mount Speakers are installed in the Change Rooms and an Audio Controller completes the audio ensemble for the facility.

When it came to AV signal management, the team at Elite Football were in the market for an economical, value-for-money control solution that was both user-friendly and reliable.

As such, the visual component of the system is powered by the acclaimed WyreStorm NetworkHD AV over IP solution that includes an NHD-000-CTL Network AV controller to manage the system from the rack, a purpose-built NetworkHD rack mounting chassis, encoders and decoders. The NetworkHD system is distributed through 2x Cisco 28-Port Switches, 3x Wireless Access Points and 2x iPads for control. Under this solution, any input can be sent to any output, creating the ultimate flexibility for its users.

“The inclusion of the NetworkHD Touch iPad control app free with all NetworkHD systems was particularly impressive to our client as it removed both the cost and the need for a third-party control interface.”



Elite also includes AV to a fully loaded gym...



NetworkHD Touch

NetworkHD 200 Series Encoder and Decoder



NHD-000-CTL Controller



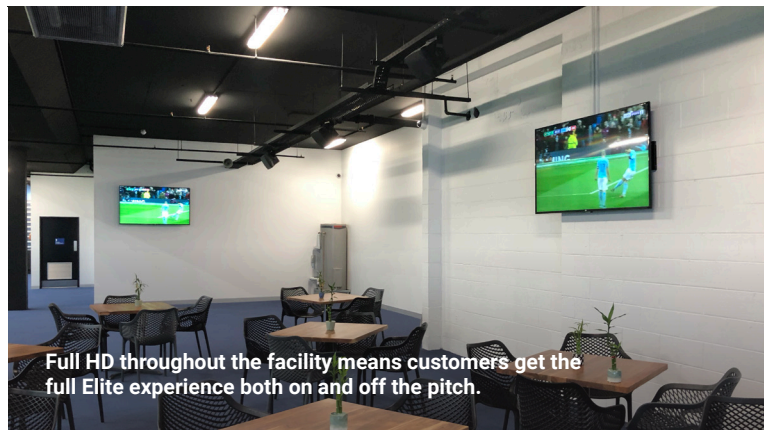
... and a pitch-side restaurant area.





Great first Touch: WyreStorm's NetworkHD Touch iPad control app gives access to the entire system from anywhere in the facility at the flick of a finger.

With the award-winning free NetworkHD Touch control app installed on an iPad device, user control is as simple as drag 'n' drop. All inputs appear in 'real time' at the bottom of the screen, allowing any user to drag their chosen input and drop it in any of the configured outputs zones - split into segments of scoreboards, Ground Floor or Second Floor - on either individual screens or the video wall.



Full HD throughout the facility means customers get the full Elite experience both on and off the pitch.



The 3x3 video wall hanging above the pitches is visible throughout the facility.

The use of a traditional audio visual matrix was discussed by the Vision One team at the planning stage, but after some evaluation, WyreStorm's NetworkHD AV over IP solution emerged as the preferred system, as James notes, "the decision-making process factored in the simplicity of integration with third-party hardware, ease of programming, durability and efficiency of its switching performance."

James also notes that control was an additional but persuasive deciding factor, "The inclusion of the NetworkHD Touch iPad control app free with all NetworkHD systems, with its live video preview screens and simple drag-and-drop control, was particularly impressive to our client as it removed both the cost and the need for a third-party control interface."

All equipment is housed in an Australian Monitor 45RU Floor Standing Equipment rack, with 3x BrightSign HD1023 Mainstream Media Players providing digital signage content playback.



Gym with a view: Elite customers can train while being entertained by live football on the pitches or any of the screens around the facility.

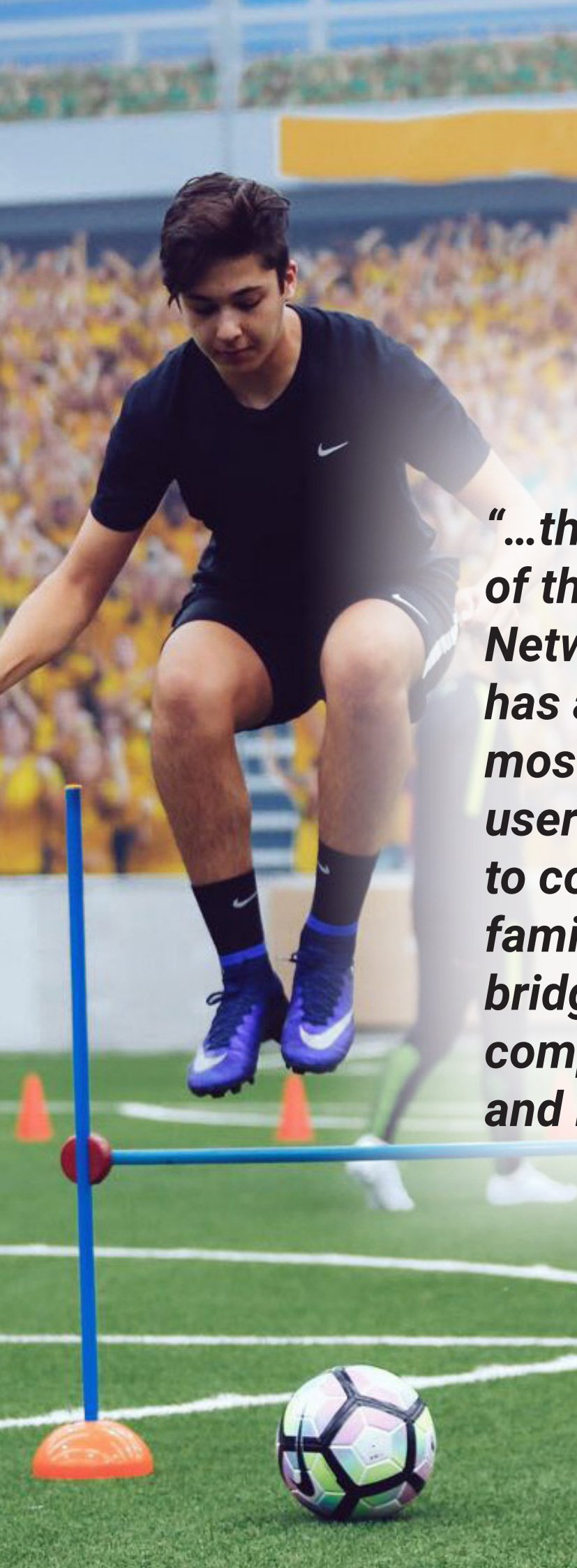
James Sismanes notes that, of course, no AV project is without its challenges, but nothing the Vision One team couldn't handle:

"As this was our first experience with a WyreStorm NetworkHD solution of this scale, there was a slight learning curve involved – though nowhere near as much as we were anticipating. While WyreStorm's NetworkHD Touch application allows for an easy drag-n-drop switching configuration, our scope of works required the application to turn each display ON/OFF via the use of RS-232 commands. We also sought to deliver a seamless integration with each of our Cisco switches in a multi-switch arrangement. However, any issue encountered was quickly and easily rectified, either via WyreStorm's online training program or with the readily available phone support from Hills' helpful WyreStorm support team."

With the combination of full HD to above-pitch video wall and individual screens in every area of the facility, with pitch-side LED advertising signage, digital scoreboards, AV control and audio set-up, the solution at Elite Football makes for a breathtaking virtual and actual footballing experience.

Its stunning audio visual configuration, coupled with the facility design, enhances the perception that this indoor facility is in fact a spectacular outdoor football stadium, complete with all the sounds, sights and passion of a real match day environment. All of which adds up to a beautiful customer experience for lovers of the beautiful game.

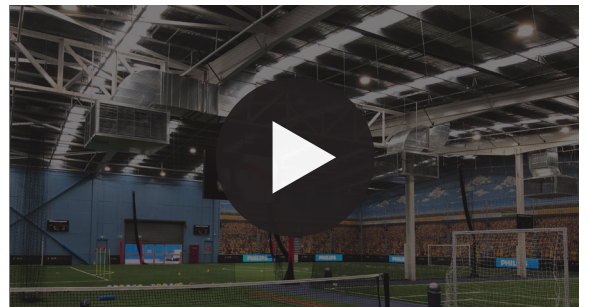
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On completion of the project, James is glowing in his reports of client feedback:

“Client, customer, and peer response to the project has been exceptional. This state-of-the-art facility has resulted in dropped jaws for everyone visiting it, including high profile professional footballers and Australian National Team members, like Archie Thompson and Ivan Franjic. The effortless control of the WyreStorm NetworkHD Touch app has allowed even the most novice of tech-users at Elite Football to control, begin presentations, switch between channels and more through the familiarity of an iPad, bridging the gap between complex AV/IT systems and layman control.”

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Click to watch the video and see the installation in action!

ELITE FOOTBALL CENTER AT A GLANCE

VIDEO WALL

3x3 video wall featuring:

9x Phillips BDL5588XH Video Wall with Vogel's Connect-It Ceiling Mounted Hanging System and Height Adjustable Joining Kits
9x WyreStorm NetworkHD NHD-210-RX HD over IP decoders with video wall support

ADVERTISING BOARDS

4x 5m x 0.75m Vuepix LED Advertising Boards - 6.2mm Pixel Pitch, 1200nits Brightness LED Video Wall inc. Sending Box, Shipping and Custom Mounting/Fixing Structure
1x BrightSign HD1023 Mainstream Interactive Media Player
1x WyreStorm NetworkHD NHD-200-RX HD over IP decoder
4x Audac Spherical Hanging Sound Projector (Black or White)

SCOREBOARDS

4x Panasonic TH-75EF1W 75" Full HD Commercial Display Panels (Scoreboards) with Wall Brackets
1x Cisco SG300-10MPP-K9-AU 10 Port Gigabit Switch
5x WyreStorm NetworkHD NHD-200-RX HD over IP decoders
1x Vuepix Outdoor LED Scoreboard 10mm Pitch 1500 x 1000mm Cabinet, 128 Pixels x 72 Pixels, 16:9 Aspect Ratio inc. Shipping
5x Kramer Via GO Wireless Presentation Units – Receive any iPhone, iPad, Android, PC or Mac Display Content

BAR & RECEPTION

3x LG LX Series 65" Full HD Semi-Commercial Display Panels with Wall Brackets
1x LG LW Series 55" Full HD Semi-Commercial Display Panel with Wall Bracket
8x Audac CS660W Ceiling Speakers with Back Cans (Black or White)
1x WyreStorm SP-0102-H2 1x2 HDMI Splitter
4x WyreStorm NetworkHD NHD-200-RX HD over IP decoders
1x Cisco SG300-10MPP-K99-AU 10 Port Gigabit Switch

GYM, MEETING ROOMS & OFFICE

4x LG LW Series 55" Full HD Semi-Commercial Display Panels with Wall Brackets
2x 65" Full HD Semi-Commercial Display Panels with Wall Brackets
4x WyreStorm NetworkHD NHD-200-RX HD over IP decoders
2x Festa 6.5 Audio Solution featuring:
8x Audac ATEO6 Surface Mount Speakers with Brackets (Black)
2x Audac BASO Subwoofers with Brackets, (Black)
2x Audac SMQ350 Amplifier
2x Audio Playback SoundBar with Display Panel Integration

AUDIO EQUIPMENT

1x Audio Central incl:

1x Audac M2 DSP Audio Matrix
1x Audac CAP448 Amplifier
1x APM104MKII Digital Paging 4 Zone Microphone
1x Audac DW5066 All-in-one Wall Panel
1x Audac APG20 Active Transceivers
2x 6" Ceiling Mount Speakers for Change Rooms
1x Matrix Audio Controller
1x DW5066 with WB50 Mounting Block to Control All Audio Matrix Zones

AV DISTRIBUTION

1x WyreStorm NetworkHD NHD000-CTL Controller
1x WyreStorm NetworkHD NHD-000-RACK 5U Rack Mount
13x WyreStorm NetworkHD NHD-200-TX HD over IP encoders
1x iPad for NetworkHD Touch iPad App Control
1x Cisco SG300-28MP-K9-AU 28 Port Switch with Multicast, 3x Wireless Access Points

SOURCES

Foxtel Satellite TV Boxes
Opus Fetch Boxes
PC
BrightSign media players/signage playback devices

MISCELLANEOUS

1x Australian Monitor 45RU Floor Standing Equipment Rack 800mm Deep with Rack Trays, Vent Panels, Blank Panels, Power Distribution Units and other Peripherals with Small AV Rack for Far End Warehouse
4x HDMI Audio Extractors for Foxtel Boxes
2x BrightSign HD1023 Mainstream Interactive Media Player





ABOUT THE INSTALLER



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Vision One has been providing excellence in the AV/T (Audio, Visual, Information Technology) industry for over 20 years to Melbourne's schools and businesses.

Providing audio, visual and information technologies, Vision One offers an expansive range of integrated solutions for a wide variety of industries, including: education, hospitality, retail trade, finance and real estate, professional services, accommodation, entertainment, government, corporate and many more - each tailor-made to fit each individual customer's needs.

Providing clients with incorporated solutions more than adequately meet expectations and requirements for both short-term and long-term strategy goals, Vision One offers customer service excellence and ongoing support that can rarely be matched.

WyreStorm is distributed in Australia and New Zealand by Hills

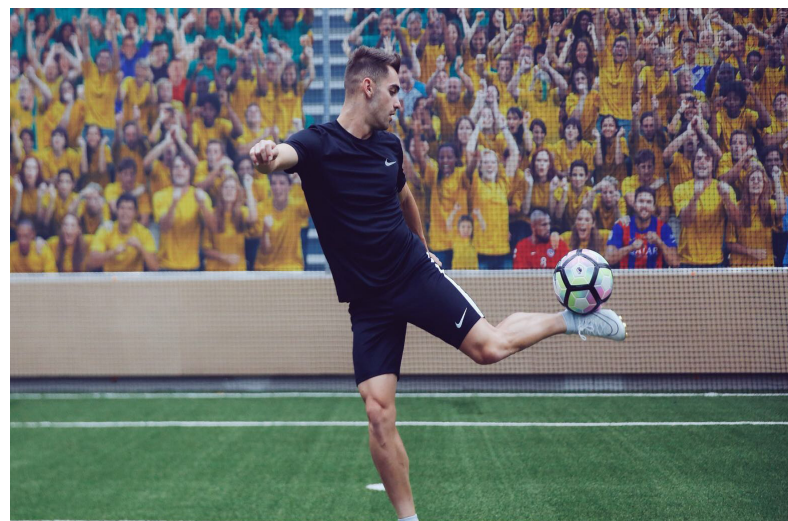


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