



## CO'Met Arena



### VITEC creates a dynamic IPTV and digital signage solution for GL Events' CO'Met Arena

CO'Met Arena is a newly opened event complex in the metropolis of Orléans, France. The venue is designed to host large-scale international sporting, cultural and business events and features multiple spaces, including a four-hall exhibition centre, convention centre, and sports hall which can accommodate up to 10,000 people. When designing the new facility, the owners of the CO'Met Arena wanted to create a dynamic visual experience for visitors by installing HD digital signage across the site. The owners also wanted to ensure that networked video content could be managed and distributed efficiently to screens across the multiple venue spaces.

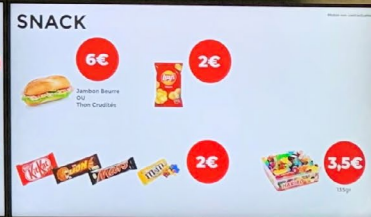
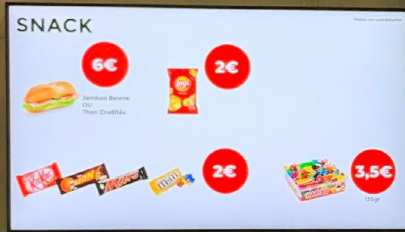
## The client

The CO'Met project had unique characteristics, including the need to manage the distribution of video content on many screens in the four halls of the exhibition centre, the convention centre, the sports centre and connecting halls throughout the venue. The project presented logistical and content management challenges, as each area needed the capability for content to be shown on the displays in the most appropriate way for each space. For example, visitor information and content from business events can be streamed to the breakout rooms on level two of the facility, while sporting events can be streamed live in the sports hall.

Given the large number of screens distributed in different locations and the distance between them (up to 15 minutes' walk between two display areas), plus the subsequent constraints this adds in terms of both during event and everyday operation, the venue management team knew they needed to find the right partner. They were keen to find an integrator that could cope with these challenges, as well as ensure that installation could be carried out during the six-month construction phase.



The venue management team chose Manganelli Group, a Lille-based systems integration and digital signage expert. Manganelli had previously worked together with VITEC on complex IPTV and digital signage projects at the Decathlon Arena in Lille (formerly the Pierre Mauroy Stadium) and the ParisLongchamp Racecourse. As a consequence, they understood that the VITEC range of encoders, servers and management software was a proven solution that could cope with the unique demands of the project. MTCE Consulting of Poitiers, France, was AV consultant on the project.



## The solution

The client's initial request was simple: to provide an excellent user experience for CO'Met visitors and to have technologies worthy of an 'NBA-type' arena. Driven by an innovative vision, the client sought to improve interaction with its audience through cutting-edge digital signage and IPTV technology. For MTCE, the challenge was to transform this vision into reality. From the first sketches of the project, MTCE immersed itself in the client's expectations and needs in terms of communication and functional requirements. After several meetings, they developed an exhaustive specification, reflecting both technical and functional needs, as well as locations for display end points. Each step, from design to the selection of service providers, was marked by a commitment to provide a first class service for the client.

With the help of VITEC and Manganelli, MTCE were able to bring the client's vision to life and create a captivating digital signage network, with strategically placed screens which guide, inform and entertain visitors. The ease-of-use of the solution allowed the operator for seamless adoption by the end-user. The VITEC IPTV solution also added an extra dimension to the scheme by offering spectators in dressing rooms and hospitality areas to follow events live via IPTV.

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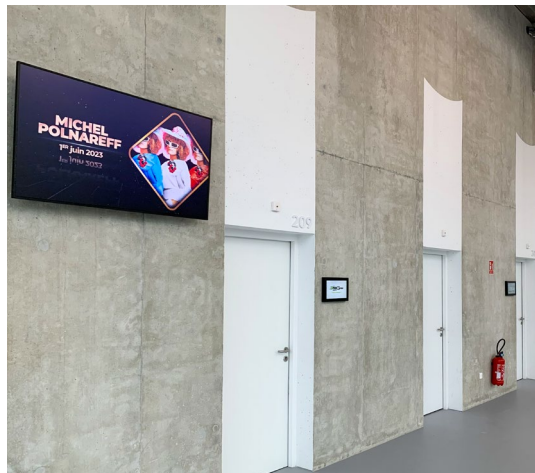
VITEC has enabled us to create a dynamic and customised visual experience for visitors to the various event spaces while also creating an efficient and simple content management and delivery operation.”

Fabrice Leguay  
Manganelli Technology

# The result

The VITEC solution has enabled CO'Met to achieve a number of benefits, including creating a dynamic visual experience by to display, and manage, high-quality and engaging video content. This will help the venue to attract and retain visitors and can be used to educate and inform them. The energy efficient management and distribution of video content is also easy to use and update, which saves time and money, and helps to ensure that the content is always up-to-date.

"We have used the VITEC system on previous large-scale projects so we knew it would be a good fit for the Co'Met Arena, commented Fabrice Leguay of Manganeli Technology. "VITEC has enabled us to create a dynamic and customised visual experience for visitors to the various event spaces while also creating an efficient and simple content management and delivery operation."



The VITEC IPTV system has been a valuable asset to CO'Met and was successfully deployed for the first time when the French handball team played Egypt and won 27-23. The VITEC solution allows the complex to create an effective and engaging visual experience for visitors to its multiple event spaces and has improved content management and operational efficiency.



"It's a total success and an achievement that 100% corresponds to our expectations. Drawing on my personal knowledge of NBA Arenas in the USA, we wanted to reproduce a similar installation at CO'Met, with screens everywhere, to enrich the spectator experience and build loyalty. This is what we achieved with nearly 200 screens distributed in the boxes, common and sports areas. The system is widely used, including by food stand service providers."

Patrick Gond, CO'Met Project Manager,  
Orléans Métropole

## Industry Leading Video Innovation

VITEC is a market-leading provider of IPTV, Video Streaming and Digital Signage Solutions that help organisations harness the power of video to engage, empower and evolve. VITEC is a pioneer in the design and manufacture of hardware and software for video encoding, decoding, transcoding, archiving and streaming over IP. Our end-to-end video streaming solutions enable customers to capture TV and video content directly from any source and manage its delivery, as channels or within digital signage screens, to any connected device via an existing network.

From corporate, broadcast and venues, to accommodation, government and military, VITEC has global expertise in delivering complex, proAV solutions.

VITEC's award-winning IPTV platform is a powerful suite of services for content management, digital signage, video archiving, and video wall processing. Our encode/decode solutions are 100% hardware based, including PCIe cards with SDK for custom design or OEM for high-performance video systems.

Headquartered in Paris, France, we have a global reach through our offices across the Americas, Europe, Middle East, Africa and Asia Pacific.

Making a difference with green initiatives, VITEC is the first Zero Carbon MPEG company and encourages customers to 'buy GreenPEG' for continued environmental efforts to reduce greenhouse gases.