



## Dubai Airshow



### VITEC Creates a Dynamic and Immersive IPTV and Digital Signage Experience at the Dubai Airshow

The Dubai Airshow is a biennial event that showcases the latest developments in the aerospace and defence industry. It's one of the biggest and most prestigious airshows in the world. The airshow covers all aspects of aviation, from commercial aircraft and military jets to helicopters, drones, and even space technology. VITEC has been a show partner since 2013, supplying a cutting-edge IPTV and digital signage system across the event.





## The client

Dubai Airshow 2023, held from November 13th to 17th, broke all records as the largest and most impressive edition of the show yet. Over 1,400 exhibitors from 95 countries showcased the latest advances in aerospace and related technology – including 190 aircraft on display – and more than 350 industry leaders shared their visions for the future of the industry. The event also featured dedicated spaces for startups, defence technology, and the future of air travel, including electric and hybrid aircraft. Major highlights included Emirates' record-breaking order for 90 Boeing 777Xs and Flydubai's purchase of 30 Boeing 787-9s, reflecting the booming demand for air travel in the region. The Airshow's focus on sustainability and innovation cemented its position as a global platform for shaping the future of the aerospace industry.

Forged in 2013, VITEC's partnership with the Dubai Airshow has grown into a powerful alliance of technological innovation, continued dedication, and a shared pursuit of excellence. Mirroring the Airshow's own remarkable ascent, this collaboration has steadily evolved, transforming VITEC's initial role as a technology provider into a significant partnership role that has helped elevate the event's global standing. Over the years, VITEC's commitment has manifested in providing cutting-edge IPTV and Digital Signage Solutions, which have consistently helped propel the Dubai Airshow's status into a premier aviation showcase. This partnership extends beyond enriching the attendee experience; it also strengthens operational efficiency to foster a shared vision that sets new industry benchmarks and ensures each edition of the Airshow surpasses the last. VITEC takes immense pride in counting the Dubai Airshow among its prestigious client base, alongside other elite names such as NASA, NATO, the US Air Force, and MODs from Canada, Australia, France, and Germany.

## The challenge

The Dubai Airshow, a global spectacle welcoming attendees from across the world, presented a unique challenge: how to ensure seamless access to realtime infotainment content for a diverse and international audience. The size of the event, with its intricate infrastructure and dispersed locations, posed a connectivity hurdle. Undeterred, the organisers sought an IPTV and Digital Signage solution that would not only deliver an uninterrupted experience across the diverse technological landscape but also enable centralised broadcasting of Live TV, promotional content, and live runway footage. To cater to specific pavilions and audiences, the solution needed to provide tailored content, realtime video in ULL (Ultra Low Latency), centralised content management, and excellent video quality. This demanding set of requirements guided the design and implementation of the Airshow's IPTV and Digital Signage solution.

## The solution

At the heart of the attendee experience lies the VITEC IPTV system, a robust and scalable platform built for a diverse range of IPTV and digital signage applications. With low-latency, high-quality streaming, the Air Show system ensures uninterrupted access to live broadcasts, crucial event updates, and essential information, regardless of origin. The system seamlessly integrates with existing network infrastructure, ensuring a strong foundation and minimum disruption. Recognising the ever-growing display demands, VITEC's solution has adapted flawlessly. For each iteration of the Airshow. The show operators simply add as many screens as required, transforming the venue into a dynamic, information-rich environment. This scalability extends beyond mere numbers, empowering operators to create, manage, and display tailored content on individual screens, groups, or all displays simultaneously. This comprehensive control, coupled with high availability and intuitive operability, grants the event organiser unparalleled peace of mind knowing attendees will experience an event interactive, engaging, and completely secure from start to finish.

## The result

VITEC's IPTV solution has had a transformative impact on the attendee experience at the Dubai Airshow, bringing a new dimension to the event. Visitors are not just informed; they are empowered and connected. The system facilitates quick and intuitive access to vital information, including live broadcasts, event updates, and on-demand content. Attendees encounter an event that is immersive, engaging, and deeply connected to the dynamic pulse of the Dubai Airshow. The low latency streaming feature minimizes interruptions, ensuring that attendees are free to engage fully with the event's proceedings.

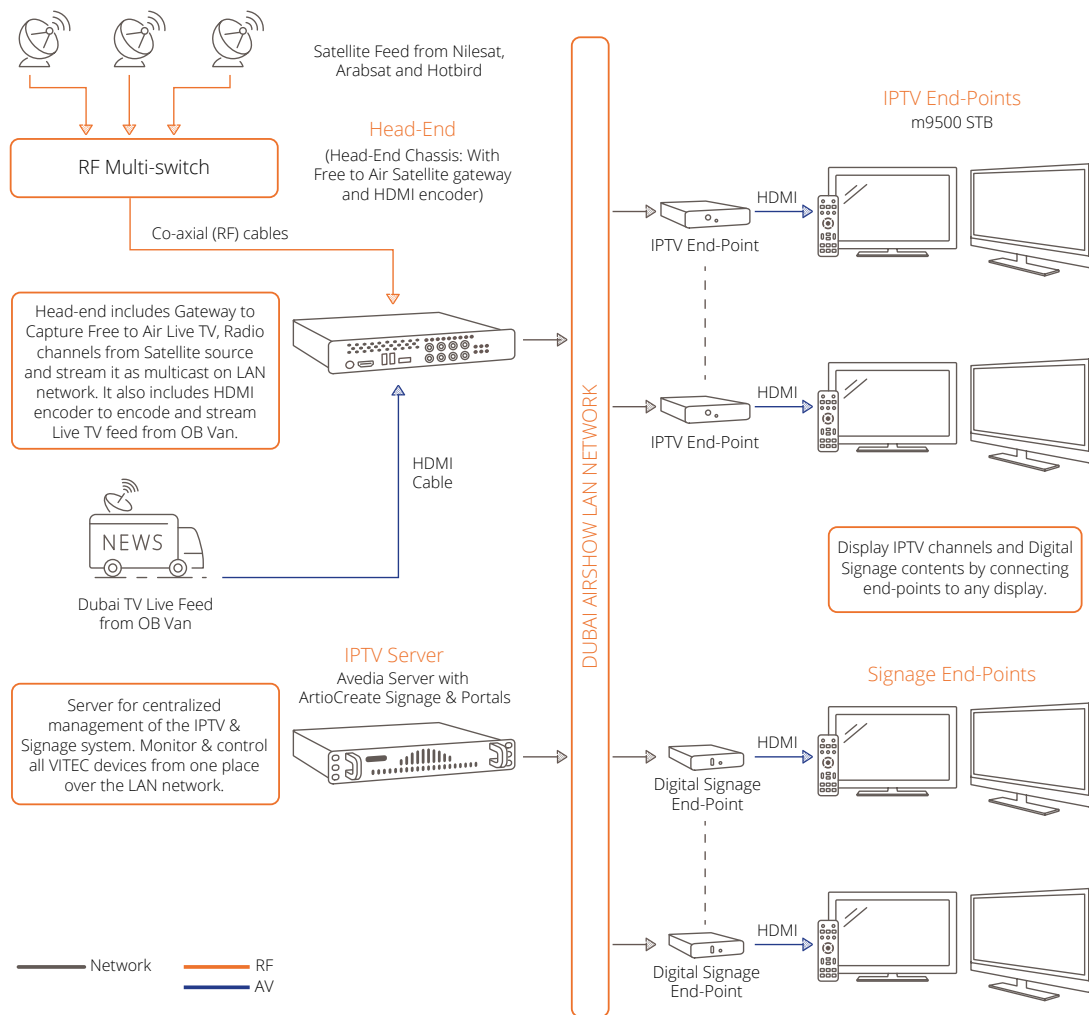
Moreover, VITEC's solution possesses a unique attribute of personalisation, where it can cater to the specific needs and interests of individual attendees. This feature elevates the overall event experience to new heights of engagement and relevance. VITEC's IPTV & Digital Signage system at the Dubai Airshow consists of a Management / Content management system that ensures seamless delivery of information and entertainment across the vast exhibition space. VITEC ULL (Ultra Low Latency) encoders and g45xx Series Satellite Gateways ensure content that includes news from around the world, live sports coverage, and local entertainment are smoothly streamed around the show.



"The Dubai Air Show stands as a leading global aviation event, and VITEC's IPTV and Digital Signage solution was instrumental in providing real-time content throughout the venue. Our technology facilitated uninterrupted, high-quality video streams of live flight demonstrations, benefiting exhibitors, attendees, and the media. Additionally, our digital signage displayed essential event details, navigational assistance, and scheduling updates, improving visitor experience. This deployment showcased VITEC's capability to support large-scale live events with scalable, dependable, and high-performance multimedia solutions."

Laurent Genari-Conti Solutions Director - ME





## Key Features

**Reliable and adaptable:** At an event as monumental as the Dubai Airshow, dependability is paramount. VITEC's solution stands firm, year after year, seamlessly handling the dynamic demands of this high-profile aviation spectacle. Since its initial deployment, it has delivered flawless performance, even receiving a recent upgrade in 2023 that enabled stunning 4K streaming.

**Scalable:** Built for change, the system effortlessly scales to accommodate the ever-evolving needs of the Dubai Airshow. Whether it's integrating diverse content sources or extending coverage to new areas on-the-fly, VITEC's solution rises to the challenge. It embodies a spirit of flexibility, ensuring the system adapts seamlessly to the event's dynamic pulse.

**Empowered Attendees:** The audience is the heart of any event, and their audio/visual experience is the key to engagement. VITEC empowers

attendees to seamlessly navigate the latest updates, announcements, and live shows through its intuitive, drag-and-drop interface. Operators can tailor and publish content in real-time, ensuring uninterrupted viewing on any screen. With a diverse media library at their fingertips, they can push any type of content, keeping the venue buzzing with information and entertainment.

**Seamless Integration:** VITEC's value extends beyond mere compatibility. Its versatile portfolio of encoders effortlessly streams multiple inputs from event broadcasters, seamlessly integrating HDMI and SDI sources to bring live runway action to screens across the venue. This robust integration ensures a unified information flow, keeping attendees informed and engaged throughout the event.