



## Matmut Stadium de Gerland



### VITEC IP video and digital signage modernises Matmut Stadium de Gerland

Since its foundation in 1913 by local architect Tony Garnier, the Matmut Stadium de Gerland has shed its skin multiple times: originally designed to host football games, its seating area was expanded to suit the ever-growing popularity of local team Olympique Lyonnais and to host the FIFA World Cup in 1998. Since then, further works have changed the face of the stadium to make it more suitable to its latest occupant: Lyon Olympique Universitaire Rugby (LOU Rugby).



Following its promotion to the Top 14 back in 2016, LOU Rugby needed a venue that would offer an immersive matchday experience for fans that would benefit its return to the French rugby elite.



## The challenge



Following a major refurbishment of the entire stadium to enable LOU Rugby fans to enjoy a Top 14 match day experience, Matmut Stadium decided to implement a VITEC (originally Exterity, acquired by VITEC in 2021), IP video and digital signage system in public areas, hospitality suites and its on-site restaurant – empowering fans and visitors to stay immersed in the action happening on the pitch, regardless of their location within the venue.

“Sports fans and corporate visitors expect their visit to our stadium to be memorable, so we wanted to give them a Top 14 experience with a tech-savvy, useful and personal touch,” said Michael Franchitti, Technical Manager at LOU Rugby. “The VITEC solutions and the work done by GL events Audiovisual enabled us to immediately use the system to make each visit unique, and we’re finding the system so flexible we keep adding new features for our guests!”



## The solution

Deployed by AV specialist firm GL events Audiovisual, the VITEC full end-to-end IP video installation spans 110 screens, providing access to 42 channels and rugby TV packages, including three beIN channels, Canal+ and multisport, as well as replays of the games for the team and coaches. Fans visiting the on-site restaurant La Brasserie can also watch music videos from MTV on five screens equipped with the VITEC system.

To ensure the highest level of security, all of VITEC's solutions have been equipped with content protection using Samsung LYNK™ Digital Rights Management (DRM). This guarantees that all content transmitted over VITEC's IP video and signage solutions is fully secure at every step of the way.



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Michael Franchitti,  
Technical Manager at LOU Rugby

## The result

The IP video system is complemented by VITEC's digital signage solution ArtioSign®, which is used in the LOU Shop and throughout the stadium, including the VIP lounges and event hall. Via ArtioSign, LOU Rugby offers interactive information and promotion about new merchandise, upcoming games and other events, as well as the weather forecast and public transport timetables. In addition to hosting LOU Rugby, Matmut Stadium can be rented by third-party organisations looking for a great day out.

The Village SEGECO, which is the stadium's main reception area, is used to host all pre- and post-game dinners for the club's 1,300 partners. Due to the size and versatility of this area, it is also used to host everything from seminars to cocktail receptions and gala dinners to tradeshow. One of the greatest benefits of deploying VITEC's system in the Village SEGECO is that the signage can be customized for each client event, so corporate guests can enjoy a hyper-personalised experience.



Organisations renting Matmut Stadium want to be able to create a unique event without compromising on their brand. Being able to achieve it can be difficult, and this is where the VITEC system is so valuable: both easy to use and highly flexible, it provides non-specialists with an effective method to deliver their message in their colours and at the time they want. As a specialist in technical services for custom events, this is a perfect addition to the sound, lighting and other solutions that we use to turn a venue into an immersive event.

Germain Botteau, Project Manager at GL events Audiovisual

## 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.