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Digital Signage

BayArena at the cutting edge of digital advertising and information systems in HD quality

Always in the picture:

BayArena at the cutting edge of digital advertising and information systems in HD quality

Who isn't familiar with them – the digital information signs that show us the way in airports, shopping centres and hotels? While the electronic message bringers of the latest generation have now become “part of the furniture” here, they are really now beginning to find their calling in event arenas and sports facilities. As the first German stadium operator, Bayer 04 Leverkusen is now pioneering the age of digital advertising and information systems in HD quality. As part of the BayArena's latest modernisation, this place of worship to the world's most loved game was also equipped with a further 250 televisions and monitors. These will be fed via Cisco's Digital Signage System with the most diverse multimedia content – and this in nothing less than consistently crystal clear HD quality! In addition to information on the match in progress and all other scores and results, greeting and advertising messages from the sponsors and the stadium TV will also be shown. This ground-breaking solution was installed by Stemmer, the high-end system house.



The fans had to exercise a little patience for quite a while. Since the 2009/2010 Bundesliga season kicked off the Bayer 04 Leverkusen players have been doing their thing in a dream stadium worthy of international comparison. In record construction time of just 16 months, a truly special shrine to the beautiful game has emerged and blossomed down at Bismarckstraße. A tent-like roof with a diameter of no less than 217 meters, towering high above the stand, is only one of the numerous architectural highlights of the new BayArena.

have also been provided, such as the Premium Lounge and Business Lounge, offering increased comfort in a thoroughly up-to-date environment. Boasting state-of-the-art communication technology, absolutely no requests, requirements or wishes are left unfulfilled with corporate presentations. Standard equipment includes a video conference system and PA, beamers, screens, and most recently, an elaborate networked advertising and information system, which allows all conceivable audio-visual content to be shown, programme-controlled or manually put

cially sound corporate customers loyal in throes of tough competition, however, the stadiums must provide an efficient electronic infrastructure. And this also includes digital advertising and information systems. In a best case scenario these are systems, like the Digital Media Signage solution from Cisco, which are right up to speed with the latest developments, and which allow all stadium visitors to be addressed individually – whether it be fans or participants at a corporate event.

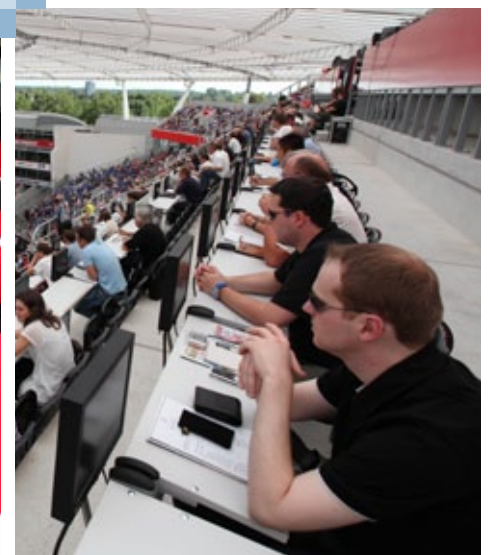


Football stadium – utilised as ultra-modern conference centre

Not only the outer façade, the face with which the stadium presents itself, is new – as is the stadium operator's marketing concept. Running with the title, "BayArena-Plus", the stadium's west wing will now be marketed as an event and conference centre. Seven conference rooms with pitch views and some ultra-modern multi-functional rooms provide space on the first and second floors of the western edifice for groups of up to 1,000 people. Various lounge areas

together, on special, high-resolution digital signage screens.

While the players take their season breaks, events, workshops or conferences are going full steam ahead here. Business becomes the order of the day at a place where the most beautiful game in the world is usually played. While still inconceivable some years ago, football stadium operators are now ploughing into the event business, which until now was the classic domain of the conference and event centre. To keep finan-



The new west structure of the BayArena also houses the media and hospitality areas for Bayer 04 home matches. The press area has been completely renovated. With 228 seats at the beginning of the 2009/2010 season this is now twice as big as before – with clear views of the action on the pitch guaranteed. The 70 monitors now installed in the press area as part of the modernization ensure that the sports journalists see absolutely every tiny detail.

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To each screen its own content!

The Stemmer experts not only took care of the Digital Signage solution installation – they also incorporated their experience into the planning. This high-end system house scored valuable points with a sophisticated concept that perfectly meets all the respective requirements, and also promised to comply with a very ambitious schedule into the bargain. Reinhard Scheck, Bayer O4 Mobilien GmbH Managing Director,

Stemmer's specialists needed only one month to install and put the system into operation. Cisco's Digital Signage was used for transmitting the multimedia content via IP. The centrepiece of the solution is the Cisco Digital Media System (DMS), a powerful suite, which in addition to digital signage, also includes Enterprise TV, video and desktop applications. These solutions enable the interactive creation, administration and

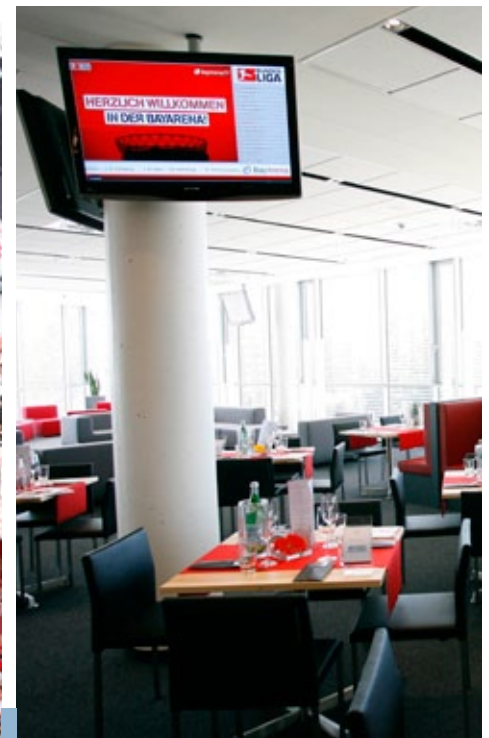
A Cisco Digital Signage System essentially consists of two modules: The Cisco Digital Media Manager is a web-based software that controls all production, distribution and management processes. The Cisco Digital Media Player, a compact player unit that can be integrated at any point of the network via IP, finds and manages individual or grouped screens in the network, which are connected with a Cisco Digital



on choosing the system house partner: "In view of the short period available to us, a reliable partner was an indispensable priority. Stemmer was recommended to us as a suitable and reliable partner for such demanding tasks. And we have never regretted the decision at any time whatsoever. Stemmer worked under enormous time pressure in every situation and delivered perfect results."

presentation of content directly on an unlimited amount of separate screens. Cisco DMS is sufficiently flexible to play different formats (Windows Media, Real Media, Adobe Flash, etc.). Companies can use these high-resolution screens for information, advertising and training purposes. Digital Signage boasts improved collaboration, higher productivity and lower costs than conventional systems.

Media Player. The software manages play lists and schedules, offers adjustable templates with on-screen zones and also provides extensive monitoring and reporting functions. The Cisco Digital Media Player enables both video full picture mode and graphic screen-splitting. The device has sufficient local storage capacity to guarantee high availability with automatic failover.



“Well connected”

250 new high-resolution monitors and TVs have been installed; the already existing 100 TVs have also been integrated into the solution. The new screens are cabled star-shape with CAT7 cables. With the existing TVs the broadband cabling already in place continues to be used for investment protection reasons. The cost of the lower flexibility – unlike with a continuous IP connection, the old monitors cannot be controlled individually, but rather in groups only – was accepted with full awareness here because of financial considerations.

The patch fields and connections between the data distributors were implemented as part of the passive cable network. All cables run in the communications-electronics room, which is in the basement of the west stand. The server also performs its function here as the central control

platform. The stadium studio has also been connected to the server. Video signals are fed from here into the intranet in HD quality.

Using Cisco's technology, Stemmer was also able to ensure that the signals of the most diverse sources can be forwarded to any transmission unit. The Digital Media Manager controls the signal distribution in the DV distributor rooms. This means, for example, that general advertising recordings can be broadcast in the environs of the stadium, while special recordings tailored to the guests in the VIP areas can be specially shown on the screens.

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Reinhard Scheck,
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One software – full programme

Both public service programmes and Sky will also be broadcast in the VIP areas. TV license charges are avoided by using monitors in other areas and the software processes data from the web, the intranet and public TV channels. Information from the telecommunication system is also processed here. This allows every screen to be controlled separately with the desired content.

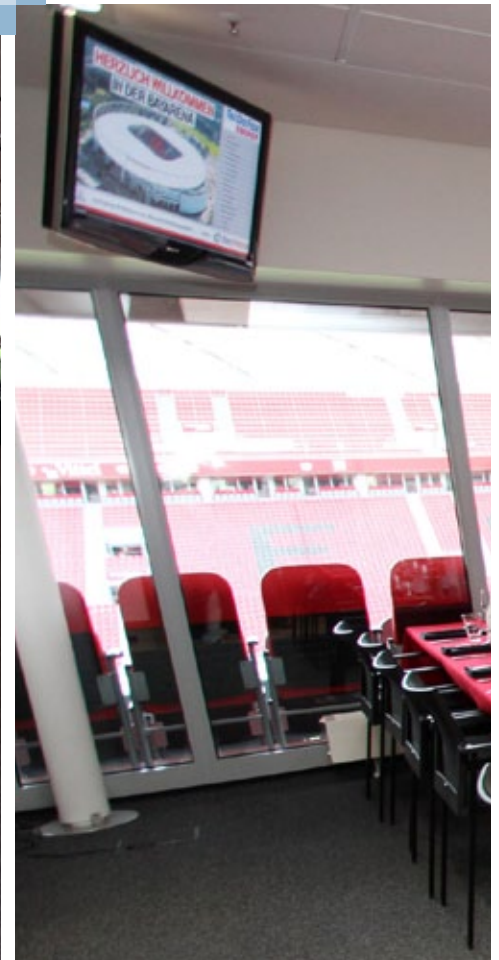
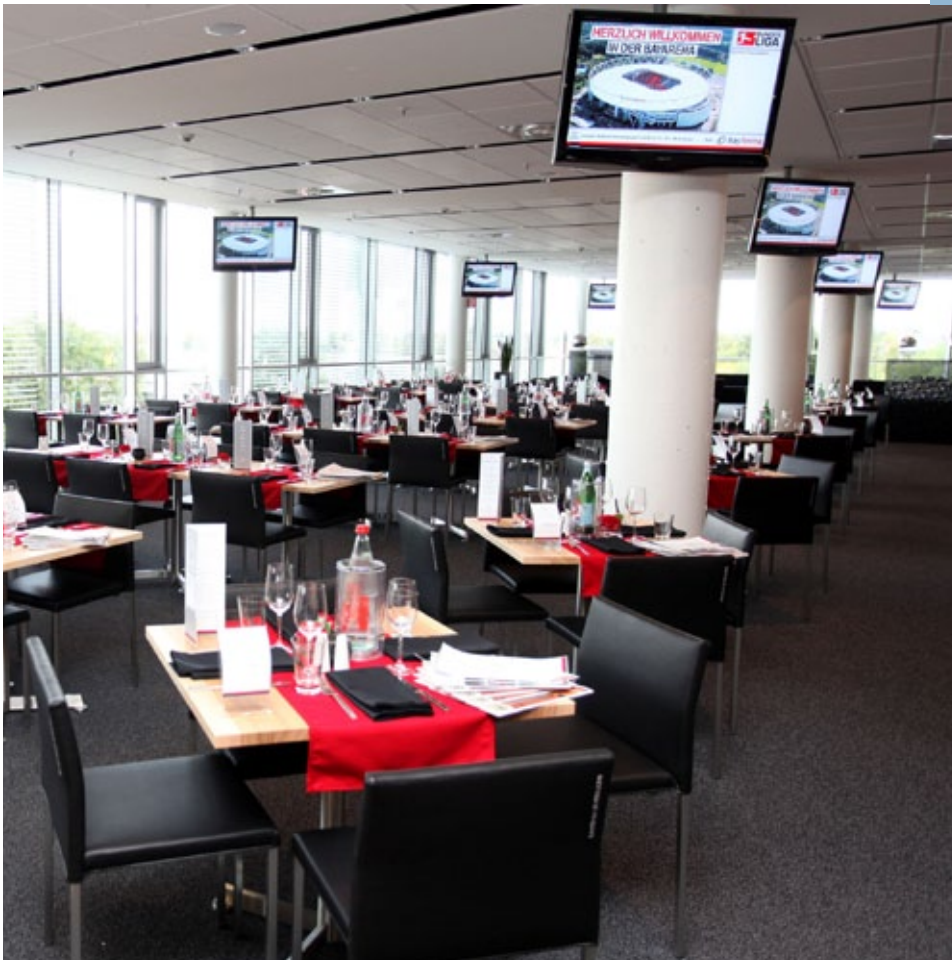
On match days the units in the stadium's environs are fed exclusively with the stadium TV. Video from the stadium TV and the broadcast van are available for the units in the VIP areas in the west and south stands. All programmes are

available in the Fanshop. And Reinhard Scheck from the stadium operator, Bayer 04 Mobilien GmbH, is also clearly impressed: "The monitors perfectly round off the service offers for the fans."

Outside of match days our options are even more multifaceted. Greeting texts for individual people or seminars can be played on selected units. The transmission from the intranet can be switched to any display. The monitors in the stadium's environs, in the Fanshop, in the west VIP area, the south stand and the hotel can all be fed different programmes.

Solution to be expanded further

The new technology installed by Stemmer has been enthusiastically received by corporate customers. Project Manager Reinhard Scheck therefore draws an extremely positive conclusion: "The technology used by Stemmer is trend-setting for all providers and marketers. The solution has produced significant added value for the stadium's visitors. We are getting very positive feedback on the new offering, so we will no doubt expand the solution further."



“Stemmer delivered on-schedule at all times”

Interview with Reinhard Scheck, Bayer 04 Mobilien GmbH Managing Director



Mr Scheck, what expectations did you have for the DMS project?

Our primary expectation was to significantly improve care and support for our business partners and an improved service for our football guests. For our business customers the objective was to create an ultra-modern and efficient platform with which the respective companies can advertise their products in the stadium as effectively as possible. And of course companies should also be able to make their guests aware that they are Bayer 04 partners. As far as the fans are concerned we wanted to complement the service offering by being able to pass on information such as the scores of other Bundesliga matches.

Stadiums are increasingly changing into conference centres. What benefits do network-based advertising and information systems offer over conventional screen systems for event operations that have nothing to do with football?

The big bonus point of a Digital Signage system is that every screen can be controlled individually. This allows us to show the most diverse content, specially tailored to the target group, in any delimited area of the stadium. So if a conference

is being held on our premises, we can position the company-specific information in the rented areas only.

How would you generally describe the new technology in comparison with the old solution?

Well it is trend-setting without a doubt. Digital Signage is the direction that all marketers of conference and event premises will take in the future, because the conference room users want to be addressed personally. And this is especially easy to do with this technology.

How are your customers receiving the new solution?

Well it is still too early for a conclusive evaluation, but we have already received a whole array of positive feedback. With this kind of technology, it's like this: When it appears for the first time its praises are sung very quickly, and then it is soon taken for granted and seen as indispensable. And that is certainly also the case here.

The schedule for the project was extremely tight at just one month. How happy are you with the cooperation with Stemmer?

Stemmer worked and delivered absolutely on-schedule in absolutely every situation. I was completely impressed by the cooperation right from the very beginning.

Are you planning to expand on the Digital Signage solution in the future?

We will definitely expand the solution. Now that the spatial offer has been so extremely well received by the respective companies, we are already compelled to start thinking about refinements and an extension of our service offers.

► www.stemmer.de
► www.stemmer-it.at
► www.stemmer-it.ch

► info@stemmer.de
► info@stemmer-it.at
► info@stemmer-it.ch

► München (Head office)

Stemmer GmbH
Peter-Henlein-Straße 2
82140 Olching
Germany
+49 (0) 81 42 / 45 86 - 0

► Stuttgart

Stemmer GmbH
Robert-Bosch-Straße 4
72186 Empfingen
Germany
+49 (0) 74 85 / 99 91 - 0

► Köln

Stemmer GmbH
Albin-Köbis-Straße 18
51147 Köln
Germany
+49 (0) 22 03 / 2 02 44 - 0

► Frankfurt

Stemmer GmbH
Frankfurterstraße 21 - 25
65760 Eschborn
Germany
+49 (0) 69 / 33 07 - 6371

► Karlsruhe

Stemmer GmbH
Am Hardtwald 7
76275 Ettlingen
Germany
+49 (0) 72 43 / 7 66 91 - 0

► Siegen

Stemmer GmbH
Hommeswiese 136
57258 Freudenberg
Germany
+49 (0) 27 34 / 27 59 - 0

► Salzburg (Austria)

Stemmer GmbH
Hallwanger Landesstraße 6
5300 Salzburg/Hallwang
Austria
+43 (0) 6 62 / 66 22 - 22

► Zürich (Switzerland)

Stemmer GmbH
Richtistraße 5
8304 Wallisellen
Switzerland
+41 (0) 44 / 54 31 80 - 6