

Case Study

The Digital World of Europe's Hottest Entertainment Venue

C-nario's Solutions Manage 300 Screens at London's O2 Arena



The Challenge

The Millennium Dome, located on the bank of the Thames River in Greenwich, London, had stood deserted for a number of years when the Anschutz Entertainment Group (AEG, www.aegworldwide.com) decided to renovate and transform the forgotten attraction into the largest entertainment venue in Europe. Many of millions of £ later, the O2 Arena consists of two sprawling performance arenas, an exhibition center, leisure and dining attractions and more. AEG looked for the right tools to create high-impact, dynamic, and cutting-edge atmosphere using several screens in and around the Arena. The requirements were simple: top quality playback devices, capable of supporting a wide range of resolutions, synchronizing video streams, and geometrically correcting presentations upon 360 degrees displays; the ability to capture live HD feeds from cameras and distribute it to designated screens; and the convenience of uploading, designing, managing and controlling all the displays and content from a central operation center (NOC). Other critical factors were the ability to create playlists, distribute them, and monitor the network performance at all times, as well as control lighting devices via DMX protocol, screens, and video matrices via serial ports. As a bonus, there was a requirement to distribute emergency and security related messages in real time, using a fast web access that could be operated by anyone with the access code.

The Customer

AEG is one of the leading sports and entertainment presenters in the world. A wholly owned subsidiary of the Anschutz Company, AEG owns or controls a collection of

companies including facilities such as STAPLES Center, Toyota Sports Center and The O2 Arena; Sports franchises including the Los Angeles Kings (NHL), Los Angeles Riptide (MLL), and more; two hockey franchises operated in Europe, AEG Marketing, a sponsorship, sales and consulting company; AEG Merchandising, a multi-faceted merchandising company; and AEG Creative, a full-service marketing and advertising agency.

The Solution

C-nario Messenger V3.1 provides all of the features AEG was looking for, and more. Brought to the project by Philips Vidiwall, C-nario Multilayer™ player supports all resolutions, from 50 x 80 pixels to HD 1080p, and synchronizes any number of content streams to any number, size, resolution, or arrangement of screens. C-nario provides full control over lighting devices, displays, matrices, and any other controllable device, and provides top quality content management and distribution tools as well.

The C-nario Messenger addresses all the challenges:

Generate several play-lists to different screens according to different parameters and rules: A few content items are scheduled to a specific time (exactly at 21:00, when the show has to begin, for example), while other spots are scheduled by number of exposures (400 exposures a day for a specific sponsor). Additional items function as fillers on a free time basis, and real-time feeds are streaming from the cameras during the show to specific screens. Such complex tasks require robust and flexible management tools. The C-nario Calendar™ workflow plug-in, created for such demanding challenges, provides a perfect solution to all these needs.

Capture HD cameras streams and compose in real time to the running presentations on the screens: With the capacity to interface with high end HD capture cards, distribute the content instantly according to the operator definition, and show it on designated screens together with other elements, C-nario's technology is well-equipped to address this challenge.

Send emergency notes: The ability to send emergency notes in times of need has become a standard requirement from large venues operators. AEG wanted to use existing screens and C-nario management system for that purpose, yet not limit the possibility of sending such a message to C-nario operators only. The solution is a web-based editing tool, enable any authorized operator with minimal experience with internet browsers to select an emergency message from an existing list and distribute it to the relevant zone with a click of a mouse.



The Success

Tom Mudd, the broadcast manager at the O2 Arena, describes the C-nario Messenger 3.1 and its Calendar scheduling tool as an example of what makes C-nario's technology such a good





fit for the venue. “The C-nario Calendar enables me to allocate targeted content to different displays at different parts of the day. It is a very precise and accurate tool, and it is very easy and intuitive to use because of the visual representation and graphic interface. Plus, its efficiency is a real time-saver.” The Calendar scheduling tool of C-nario Messenger enables the graphical scheduling of content items over a specific period of time by dragging and dropping them into a graphic calendar interface network, combining loop-type and explicitly scheduled items into a coherent playlist. This sophisticated and dynamic feature also uses a smart scheduling engine to automatically create playlists based on factors such as even dispersion of content items and channel-specific behavior.

“C-nario’s trademark technological excellence can be seen in every aspect of the digital signage at the O2 Arena,” said Rami Bahar, Vice President of Sales & Marketing for C-nario, “and our company will only benefit from exposure at the largest entertainment venue in Europe.”

About C-nario

C-nario is a world-class provider of end-to-end software-based digital dynamic messaging and signage solutions across all industries, including advertising, corporate, public, media and entertainment sectors. C-nario’s cutting edge technology enables unparalleled playback and management capabilities of complex better-than-broadcast quality video displays in an extensive range of high traffic environments. To date, the company has deployed in 26 countries through its global partners and international value-added resellers. C-nario is part of the Carmel Ventures portfolio and a member of the Disk-In Group, established in 1990. The company has offices in the United States, Europe and Israel. For more information about C-nario, visit www.c-nario.com