



# Stadium

Harris Digital Out-Of-Home Helps Sports Retailer Engage Customers

## Customer Profile

Stadium is the largest sports retailer in Scandinavia, with 110 stores in Sweden, Denmark and Finland. In addition to the Stadium stores, the company also encompasses the concepts Stadium Ski, Stadium XXL and Stadium Outlet, as well as the underlying companies Stadium Promotion, Stadium Solutions and Stadium Sports Camp. The corporate group has approximately 3,000 employees. The mission of Stadium is to inspire an active, fun and healthy life.

## Business Challenge

More than 60 million people a year visit Stadium sports retail stores. The company sought to deploy a state-of-the-art digital signage solution that enables dynamic communication with customers on the shop floor. The solution was to replace an older satellite-based solution that was inflexible, unreliable and out of date. Stadium wanted the flexibility of a modern, in-store digital out-of-home network, with the ability to evolve its in-store advertising from SD to HD when desired.

## Technology Solution

For this project, Harris worked closely with local services company Effektfabriken, which produces moving images and designs — from corporate presentations, commercials, event films and documentary to digital signage, games, Web design and 3D visualizations. The timeline of the project was four months, from May to September 2009.

Effektfabriken provides Stadium with a central management and hosting facility that incorporates Harris® InfoCaster Creator™ content creation stations and InfoCaster Manager™ network management products. Effektfabriken serves as

## CASE STUDY SNAPSHOT

### Customer

- Stadium — Sweden

### Industry

- Sports Retail

### Business Challenge

- Deploy high-quality, dynamic content at the point of sale via an upgraded, state-of-the-art digital signage network. Create a more engaging shopping environment for the 60 million-plus customers that Stadium stores receive annually.

### Technology Solution

- Harris Digital Out-Of-Home solution, including InfoCaster Creator™ content creation stations, InfoCaster Manager™ network management products and InfoCaster Player™ content playout devices

### Business Value

- Flexibility of InfoCaster system enables Stadium to evolve its in-store advertising from SD to HD.
- A centralized, single-source setup provides seamless control over all screens, resulting in time savings.
- Easy-to-operate InfoCaster tools quickly manage updates; enables advertisers to buy time with short notice.



host for the creation stations, and provides and manages the editorial content, which is known as “Stadium TV.” Stadium TV content comprises a mix of sports-related clips, commercials and news feeds.

Stadium TV is broadcast over approximately 400 screens (including CRT screens, plasma screens and LCDs) across every Stadium store via 110 InfoCaster Player™ content payout systems. The InfoCaster Player devices are deployed in each of Stadium’s 110 stores throughout Sweden, Finland and Denmark. The InfoCaster Player devices enable Stadium to create multiple page layouts featuring video and stills with audio accompaniment, while reaping the benefits of advanced networking and scheduling capabilities.

Effektfabriken also has developed a software API known as VisionControl, which runs on the InfoCaster system. VisionControl allows the management of Stadium’s promotional campaigns and news feeds. The software downloads xml files, images and movies, and the InfoCaster system reads the files. The program also can send GPI to InfoCaster and perform functions such as the switching of layouts. VisionControl also can handle streamed music — VisionControl is aware of what the InfoCaster is showing on-screen and, on the basis of that information, can select and play suitable accompanying music.

Effektfabriken is using InfoCaster Manager to manage the entire Stadium network of InfoCaster player devices and to distribute Stadium TV content to all stores. All of the player devices are connected to the InfoCaster Manager over Stadium’s internal Cisco VPN network. The players deliver signals over composite

video to several screens in each store, but are prepared to switch to high-quality VGA signals in the future — without the need to replace any hardware. This installation marks one of the largest out-of-home digital signage networks in Scandinavia.

### Business Value

“Our new in-house digital signage system is much more efficient and cost-effective than our previous installation, and we are particularly pleased with the quality and flexibility of the InfoCaster Player devices and of the services provided by Effektfabriken. We now have the flexibility of a modern in-store digital signage solution, with room to evolve into dynamic in-store advertising or high definition when the time comes.”

— Kristian Lundman, Media Manager, Stadium

- The system has built-in, future-proof flexibility that enables Stadium to evolve its in-store advertising from SD to HD in the medium to long term. This particular solution provides high-quality content on Stadium’s current network, while being flexible enough to support a network upgrade in the future.
- A centralized, single-source setup provides a high degree of time savings, as well as seamless control over all of Stadium’s screens — in all 110 stores, in multiple countries.
- The InfoCaster system is very easy to operate, with tools to quickly manage updates. This enables Stadium advertisers to buy time in the table of contents with short notice. Stadium TV has recorded a significant increase in advertising sales.

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