Application: Stadium
Company: Porto / MK Dons / FC Twente / Sunderland FC
Country: Portugal / UK / Netherlands / UK

SONY
make.believe

Security assured for sports fans

As footballing rules from the FA and UEFA now stipulate that stadiums must reach certain security standards, clubs are looking to install or upgrade their existing CCTV and video security systems to give their spectators peace of mind and ensure their stadium is eligible to hold lucrative international matches.

Sony provides a complete range of video security products that include: IP cameras, network recorders, CCTV, minidome cameras and security software. The Sony solutions offer not only state-of-the-art high definition images, but also cutting edge Intelligent Video Analysis technology for fast identification of potential threats and automatic transmission of data to security teams.

Sony technology allows stadiums across the globe to easily trace, track and respond to any kind of security breach. By giving security teams the capabilities and technology to detect any irregularities, potential threats and identify abandoned objects all helping to dramatically reduce threats of vandalism, theft and other risks with stadium.

Customers

Porto, Portugal

Following selection as the host of the 2004 European Football championship, Dragão Stadium, run by Porto Estadio and home to FC Porto football club embarked on a development project designed to heighten security.

Porto Estadio selected Sony Professional Services to provide a complete network of cameras connected over an IP network that could be easily controlled using a PC. Working with business partners, Sony Professional Services provided all software, hardware and services required for comprehensive 24-hour surveillance of the stadium; from the initial technical consulting and software customization. The extensive project included the installation of 140 IP cameras, appropriate all-weather housing for the cameras, the controlling RSM software, six data storage units and associated displays.

"The decision taken by Porto Estadio was considerably influenced by the capacity of Sony and Alcatel to provide a complete solution including all the necessary services such as technical consulting, software customization, installation, tuning and training," said Luis Rafael Silva, Stadium Manager.

MK Dons, UK

The MK Dons have been on a footballing journey over the past several years; changing ground, team name and leagues. Following a move to from Wimbledon to Milton Keynes, a new stadium was built for the team by renowned sports architects, HOK Sport, who also designed the new Wembley and the Emirates Stadium for Arsenal. As part of this building programmed, MK Dons wanted an IP security camera and audio visual system that would match their high quality, new home ground and meet the stringent UEFA standards.

Sony was involved with the project from the very inception, working with the club to ensure everything from the placement of the cameras to get the best images, right through to ensuring the content capturing across the network was efficient. Sony installed 26 fully networked video cameras which would allow the club to track fans and scan crowds on busy match days. The cameras have 360 degree viewing angle and are able to pick up close range details within crowds, above and beyond the scope required by UEFA. MK Dons wanted the project to be scalable and flexible, should they need to expand their ground further and so the Sony solution allows cameras to be added to the IP network as and when they are needed. The club hopes that the stadium will now encourage a greater number of people, specifically families and women to attend the games and increase their match day revenues.

FC Twente, Netherlands

Dutch premier-league club FC Twente is leading the field in its use of sophisticated Sony network video monitoring technology to ensure it can offer its fans a safe and enjoyable day out.

FC Twente approached Winkels Techniek Enschede (formerly Hillen) for advice. The independent security integrator tested various systems on the market before recommending a complete network video monitoring solution from Sony. Winkels Techniek Enschede installed 14 IP-enabled SNC-RZ30P Pan-Tilt-Zoom cameras in the stadium, running on Sony RealShot video management software. The IP technology helps FC Twente to make cost savings by reducing the need for expensive proprietary cabling and with clearer, crisper images the club is able to better detect criminals and therefore reduce crimes such as vandalism. FC Twente continues to proactively consult police, local authorities and the community as a whole in its quest to win back the game for ordinary people.

"We selected Sony technology because it combined the future-proof benefits of an IP-based system with superior-quality optics in a complete end-to-end solution," explained Jordy van Rhee, Sales Engineer at Winkels Techniek Enschede.

"Efficient and discreet monitoring is key to us providing a safe and secure environment for our fans. "Sony's network video monitoring solution takes us far beyond the FIFA surveillance requirements and will enable us to pioneer new security technology in the future." Martijn Hegeman, Safety and Security Officer, FC Twente

Sunderland FC, UK

Sunderland FC was keen to boost its rankings in the UK premier league and wanted to take advantage of technological innovation to improve player performance and encourage greater player engagement in the team's match strategy.

Sunderland FC worked with Sony Professional Services and sports analytics specialist, ProZone, to create a complete video analysis system that could track real-time player performance during training sessions and matches. The project included the implementation of a full back-end system with storage facilities and screens for the display and management of the data.

Based on an IP infrastructure the solution utilized Sony's RX-550 intelligent video analysis cameras, typically used for security implementations. Eight multi-codec cameras were installed at roof level enabling Sunderland FC to track player positions every tenth of a second. This data is transferred in real-time to the control room where the coach and team can cut and drill down into the data. The visuals provided by ProZone's analytics allow the team to represent the data in different formats from graphs of the percentage split of the game, to interactive player mapping. The depth and quality of the data is essential when analyzing player tactics and monitoring performance throughout the season.

"The Sunderland FC project was one of the first times that Sony Professional had used its video security technology for another application. Video analysis has given the team renewed commitment to improving performance. Players regularly check their performance statistics and this drives healthy competition during training, which in turn has made a significant impact on performance," said Simon Nash, Senior European Marketing Manager, Video Security, Sony Professional.

Distributed by

MK10745V1OHB10AUG