

## Case Study

Application: Stadium  
Company: Porto Estadio  
Country: Portugal

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## Porto Scores With Sony Solution



Following selection as the host of the 2004 European Football championship, Dragão Stadium embarked on a development project designed to heighten security. The Stadium wanted a new CCTV surveillance system that would provide reliable and high quality 24-hour surveillance to ensure the highest levels of safety for staff and visitors. However, it was essential that the security solution was flexible and could be expanded when new areas of stadium needed to be managed.



### Background

Dragão Stadium was built in 2003 as the new home ground for FC Porto football club in Portugal. In 2004, with a capacity of 51,000 seats, the stadium was selected to host the European Football Championships. The stadium has continued to grow; its many corporate facilities are regularly filled and over 170 non-football events were held in 2008, including religious ceremonies and charity sporting events. The stadium area has recently been extended through the addition of a new field training ground built 6km from the stadium.

### Challenges

Porto Estadio, the team that runs Dragão Stadium, is always looking for new opportunities to use the space and increase revenue; this includes rotating the screens used for sponsorship on match days outwards on non-match days for advertising purposes and an extensive network of corporate boxes. Projected future demand necessitated a network video management system that was both flexible and technologically reliable in the long term; it was essential that additional functionalities and specifications could be added as required. However, the system had to be able to cope with the specific challenges associated with sporting venues, specifically the size of the area that needed to be monitored, the volume of people and the associated noise levels.

## Solution

### Sony Solution

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. One of the first Sony installations to use IP throughout a venue, the technology was chosen because it relays footage using digital signaling and is therefore free from the noise interference problems associated with traditional CCTV systems. It is possible to view five different and very separate locations using all cameras on the network: the stadium GTE; the stadium GVS; the stadium parking; the field training ground and a new arena, Dragão Caixa. Sony's project management expertise was critical. Porto Estadio needed to work with a provider that could manage the schedules, budget and deliver training to encourage adoption once the technology had been installed.

### The implementation/results

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 system is linked using a dedicated IP-network focused in two main areas and the whole operation is controlled using Sony's RealShot™ Manager software.

The central equipment room inside the stadium for non-match days houses six Sony servers, a computer with four plasma screens for watching images from all the cameras, the control keyboard and the Cisco routing/switching equipment for server management. The glass outdoor game control room enables stadium security staff to monitor activity on the football ground and various public areas within the building. The room is equipped with three computers and three Sony video projectors, which display fully customized surveillance layouts effectively in such a bright location. Most importantly the systems are easy to configure and control.

#### Product List

- SNC-RZ30
- SNC-Z20
- IMZ-RS400 series

## Why Sony were Selected

Porto Estadio selected Sony Professional Services for two key reasons; its ability to provide all software, hardware and services required for comprehensive 24-hour surveillance of the stadium, and the strength of its partnerships. Working with partners Alcatel Portugal, Cisco and Sony Portugal, Sony Professional Services coordinated the complete project from the initial technical consulting and software customization, to the installation and RSM software configuration on site. This wealth of technical expertise was paramount to the success of the implementation and user adoption, but also synonymous with Porto Estadio's commitment to offering visitors a superior experience; from the light reflecting murals in dark parking areas to the efficient flow of visitors through the 120 turnstiles on site.

## Quotes

Luis Rafael Silva, Dragão Stadium Manager

'Our decision was considerably influenced by Sony Professional's ability to provide a complete solution, including technical consulting, software customization, installation, tuning and training. The system has proved its longevity and flexibility.'

Luis Rafael Silva, Dragão Stadium Manager

'We are so happy with the capabilities of the technology that we are planning to expand the system further to monitor a new arena, Dragão Caixa, using twenty additional cameras. Combined with our plans to increase the number cameras and the capacity of existing servers significantly, the new system will boast 167 cameras in three locations.'

