

ENTERTAINMENT

Celebrate the 2014 FIFA World Cup with Digital Signage

BRIEF PROFILE

Place: Brazil

Industry: Entertainment

Solution:

- SMP-WEB4 x 200
- CMS-80 x 1
- CMS-20 x 2

FIFA 2014

The major sporting event that happens only once every four years, the FIFA World Cup, is one of the most attention-grabbing sports events in the world. The month-long football festival began in June this year and once again brings people together to enjoy exciting moments.

To give fans an excellent view of the game, the host country, Brazil, is making untiring efforts and arrangements by launching large-scale digital technology in the Arena Pantanal Stadium in Cuiabá. As part of the installation, CAYIN supplied a complete digital signage solution, including 200 digital signage players and 3 content management servers. Connecting more than 200 LED and LCD screens, CAYIN is proud to bring fans a whole new visual experience in the 2014 FIFA.



Background:

In this year's host country, Brazil, a total of 64 matches are being played across its 12 cities. One of the venues in Cuiabá, the Arena Pantanal Stadium, was completed in April and served as a venue for many of the matches during the 2014 FIFA World Cup. The stadium is also called "O Verdão" (the big green) stadium since recycled wood was used for its building. Soil and air quality were accurately monitored during the construction, allowing the stadium to achieve sustainability and environmental responsibility. This environment-friendly stadium can accommodate about 44,000 people, and it will also be able to meet different needs during the 2016 Olympics.

Goal:

With the growth of digital technology, digital signage has become a new platform for interactive and diverse communication solutions. By adopting CAYIN digital signage solutions, the 2014 FIFA World Cup in Brazil can provide diverse services, including game schedules, live game broadcasts, real-time advertisements, stadium information, and wayfinding.

Solutions:

There are 200 CAYIN SMP-WEB4 media players installed in the Arena Pantanal Stadium. By taking advantage of the AV-in function, live games can be broadcasted through big LED and LCD screens to different areas, including the grandstand, VIP rooms, food courts, gift stores, and many more. Fans can instantly capture every moment of the games no matter where they are inside the stadium. The information and wayfinding kiosks are located at the entrances and ticket counters, which can further provide fans with complete information services. Moreover, the dynamic multimedia content can greatly serve as perfect vehicles for promotions or sponsors.

In addition, through the installation of three content management servers, administrators can remotely manage up to 290 media players throughout the stadium. The intelligent scheduling management can also allow the users to update multiple players simultaneously to achieve high-efficiency information delivery and management.



The Benefits of Stadium Digital Signage

- Convey diverse and real-time multimedia messages
- Energize the overall fan experience
- Empower brands through timely advertising
- Enhance management and service efficiency

Ravel Chi, vice president of CAYIN Technology, said, "We have always been dedicated to cultivating the development of the large-scale digital signage market. It is a great honor for us to stand out from other competitors this time, and we further look forward to the great enhancement of CAYIN's professional brand image and visibility in the world."

CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions—including media players, servers, and software—that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



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