



## TRIPLEPLAY DELIVERS INNOVATION AND MODERNIZATION FOR FC SÜDTIROL

Located in North-Eastern Italy close to the Austrian border, FC Südtirol is a forward-thinking football club at the heart of its community. With a desire to innovate and ensure its teams have the best possible facilities as they drive for sporting success, FC Südtirol invested in a brand new centre for its team; opening the FCS Centre in Appiano during 2018.

The FCS Center is located in the Rungg Sports Zone in the municipality Eppan on the wine route; embedded in the Montiggler forest. The training center comprises a service building, 2 natural turf pitches, 2 artificial turf pitches and another small artificial turf pitch. The total capacity is 47.248 m2 and is undoubtedly one of the most beautiful sports facilities in Südtirol.



As part of the construction and design of the new training centre and club headquarters, FC Südtirol wanted to implement a modern and engaging technology platform to allow the delivery of communications messaging, video on demand and live streams.

Currently competing in Serie C, FC Südtirol engaged with renowned Italian technology distributor, Prase Media Technologies, and tech innovator 3P Technologies to investigate how they could create a platform that would grow with the team; Tripleplay's IPTV and Digital Signage platform was selected.

### FLEXIBLE SOLUTION FOR EVERY DEPARTMENT

Tripleplay's IPTV and Digital Signage platform has been deployed in staff offices, media suites, meeting and board rooms, the club retail shop, gymnasium, changing and locker rooms and all communal areas for players and staff to relax.

Through the flexibility of the Tripleplay platform and the expertise of the Prase team, FC Südtirol is able to deliver custom messaging to each and every screen, department and area of the new FCS Center; providing an easily adaptable communications method for everybody at the club.

The platform also needed to offer a wide variety of IPTV channels, with the region being bilingual Italian/German, and so Tripleplay's platform has allowed for the delivery of broadcast TV channels from both regions to wherever needed on site.

# TECHNOLOGY PARTNERSHIP DELIVERS INCREDIBLE VALUE FOR WHOLE TEAM



## ENHANCING ANALYSIS AND REVIEW

Tripleplay has also added a new weapon in FC Südtirol's analysts arsenal. Using the TripleVOD video on demand capabilities of the Tripleplay platform, FC Südtirol is also now able to better utilize video to enhance performance through distribution of highlights, tactical analysis and individual statistics to any digital signage or IPTV endpoint.

## VALUE ADD FOR SPONSORS

Through the use of Tripleplay's Digital Signage platform, FC Südtirol is now able to offer a more visible and attractive advertising medium for its sponsors and partners; enhancing their presence within the club and maximizing the benefits they get from their relationship with the team.

Tripleplay's TripleData solution also enables the production of advertising reports; providing evidence for proof of play for sponsors and partners.

In total FC Südtirol has implemented 16 digital signage and IPTV endpoints, using the Amino Set Top Box (STB) delivering

to a wide variety of LG's professional displays designed to suit their unique environment.

Rosario Califano, System Engineer at 3P Technologies was delighted with the outcome, "We have chosen to adopt the Tripleplay platform for its modularity and scalability. Among the many requirements that we have managed to satisfy; the platform can provide an NVOD channel; a real TV channel created with the club's contents and transmitted in the structure's channel line-up via its internal IP network.

"Furthermore, we have evaluated very positively that the system, working on IP in the same network, can be remotely controlled for simple and fast maintenance - a service that is always highly appreciated by our customers."



## AT A GLANCE

### KEY CHALLENGES

FC Südtirol invested in a brand new sports complex to home all of its football teams, club headquarter facilities and retail outlet and required a technology solution that would deliver live TV, media and advertising content for its staff and players.

### THE SOLUTION

3P Technologies and Prase introduced the Tripleplay platform to the team, with its flexible deployment capabilities and remote support offering a key component. The fact the platform also allowed the distribution of IPTV from multiple regions, video on demand content and an internal TV channel via its NVOD software also made it an attractive prospect.

### THE BENEFITS

The platform provides entertainment for staff and players, a new analytics medium for coaches and managers of the football teams, a new advertising platform for sponsors and partners and a modern retail platform for its onsite shop. Central management also ensure support is easy for the integrator to assist with any issues.

### TRIPLEPLAY PRODUCTS

TripleSign Digital Signage  
TripleTV IP Television  
Tripleplay Interactive IPTV Portal  
Tripleplay NVOD

### INTEGRATED BY:

