

# Catching Every Inning from Around the World

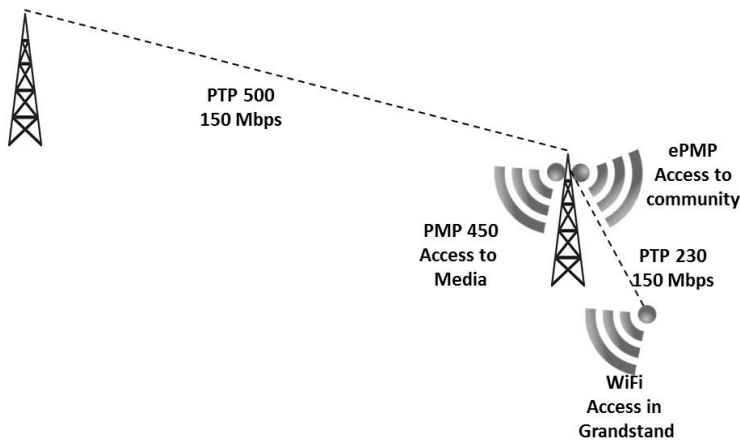


## Overview

Sporting events are of interest around the world. People expect to be able to follow their team by streaming video and via social media. Wireless broadband provides connectivity that can be deployed to any location on short notice. Cambium Networks provides the reliability and performance required so that every viewer has the opportunity to watch wickets fall and catches being taken.

When the Ashes Chairman's XI cricket match with England competing against Australia was scheduled to be held in Alice Springs, Australia, it was vitally important to connect this remote location so that the rest of the world could watch the event live. Alice Springs, known as "Alice" is located in the exact center of Australia. The arid location has a population of 24,000 and is known as the "Red Centre" because it is surrounded by deserts.

Broadband had to be brought in over the desert to provide connectivity for broadcasting the cricket match. Once established, the connectivity would remain in place to support residential connectivity, business e-commerce and grow tourism for Alice.



### PROFILE

Easyweb Digital provides high-speed connectivity to Alice Spring's main sports stadium

### CHALLENGE

Provide connectivity for entire stadium and facilities

### SOLUTION

- PTP 500 wireless backhaul link to Traeger Park stadium
- PTP 230 link for backhaul to grandstand
- PMP 450 wireless access network for stadium wide coverage
- ePMP wireless access network for stadium-wide coverage

“This high-impact event met the exacting connectivity standards required by Cricket Australia. The link provided streaming video for 20,000 viewers, and English cricket stars Kevin Pieterston and Stuart Broad tweeted photos to their combined 2 million followers.” **DARRYL CLARKE, MANAGING DIRECTOR EASYWEB DIGITAL**

## Challenge

To provide coverage for this international sporting event, Tourism NT needed to satisfy Cricket Australia’s exact requirement for speed and quality. Cricket Australia required high-speed Internet access to Traeger Park in Alice Springs to provide public and press with WiFi for the English cricket team’s match against Cricket Australia’s Chariman’s XI.

Tourism NT also required that the system needed separate press and public WiFi access, continuous high performance for video streaming purposes and capacity for future expansion across Alice Springs.

## Requirements

The solution had to provide high-speed connectivity to Traeger Park Stadium in Alice Spings. Coverage had to be in place for the Ashes Chairman’s XI cricket match in three weeks, and was to remain in place to provide connectivity for other high profile matches and events in the future.

With coverage to Traeger Park Stadium, the system had to be expandable to provide Internet access to other “pop-up” events in Alice Springs to promote tourism in the area. The system also needed to withstand temperature extremes and provide reliable connectivity when the average maximum temperature in summer is 35.6 °C (96.1 °F).

## Solution

The solution provides the following:

Traeger Park Stadium Internet access	<ul style="list-style-type: none"> <li>• Live video streaming</li> <li>• General public Internet access</li> <li>• High-speed access for media/press</li> </ul>
Other Alice Springs tourist attractions	<ul style="list-style-type: none"> <li>• Improved connectivity for individual sites around Alice Springs</li> <li>• Alternative to multiple high-cost copper services</li> <li>• “Pop-up” events Internet access requirements (short term, high capacity requirements.)</li> </ul>

The solution designed by Easyweb Digital included the following:

**Wireless Backhaul** - backhaul was used to leverage an existing high-speed fiber Internet connection that provided Free WiFi to the main pedestrian areas of Alice Springs, Todd Mall.

- Cambium PTP 500 link with integrated antenna between Jaliston House (fiber Internet location) and Traeger Park lighting tower.
- Cambium PTP 230 link between lighting tower and Traeger Park Grandstand.

### APPLICATION

Network extension to provide special event broadband connectivity

### BENEFITS

- High reliability to ensure that connectivity is available at the moment it is needed
- High capacity to provide video and voice applications in addition to data transfer
- Rapid deployment with simple installation to existing infrastructure
- Lower connectivity cost relative to multiple leased lines



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**Wireless Access** – Solutions were mounted to the top of the lighting towers to provide near Alice-wide backhaul connectivity and connected into the PTP500 backhaul. Because of their location in the stadium, additional access network subscriber modules can be installed to extend coverage into the surrounding area as needed in the future.

- 2x PMP450 with 90° antennas plus CMM
- 1x ePMP with 90° antenna



## Results

Access was granted to the 55 meter tall lighting towers at Traeger Parks which allowed for relative line of sight to nearly all of Alice Springs. All installation was complete in the tight 3 week timeframe, and an Easyweb technician provided onsite technical support and guidance for the duration of the event.

“The system went off without a hitch on game day,” says Darryl Clarke, Easyweb’s Managing Director. “We provided uninterrupted, high quality video streaming to the Cricket Australia website for two full days. Around 70 media personnel and many public users were connected to the service at any given time. The only person to complain about low speeds was a user who was unwittingly connected to a local 3G network and was rectified immediately on switching to Easyweb’s high speed and capacity Cambium network.”

Over the two days of the match, the network supported the following:

Total data usage	89 Gb
Press usage	69 Gb
Public usage	17 Gb
Press sessions	1,576
Press unique users	122
Public sessions	1,236
Public unique users	388



## Going Forward

The network is designed to be expandable to meet the needs for connectivity in Alice Springs and increase tourism and e-commerce in addition to business and residential connectivity.

“We chose Cambium based on our past experiences using the solution in similar projects, which to date have proven capable, reliable and simple to deploy,” says Clarke. “Cambium provides the most reliable, proven point-to-point/multipoint solution for this type of application.”