

BUSINESS CASE STUDY

Stadium

HOW MONTREAL'S BELL CENTRE HAS INCREASED FAN ENGAGEMENT AND REDUCED COST WITH NAVORI QL SOFTWARE

KEY OBJECTIVES

Measurably increase fan engagement for sports and live events through visually appealing entertainment, information, and sponsored content:

- Power dynamic high-resolution video, animation, graphics, and rich data to hundreds of displays of varying sizes, orientations and resolutions.
- Integrate digital signage management onto the central network, while remaining operationally independent from IT.
- Support multiple users with varying layers of access controls.
- Support targeted playout by display and by logical groups of displays.
- Freedom to leverage multiple media player types and operating systems from a single platform.
- Support for seamless 4k content playback.
- Find a platform built on open architecture that allows for API driven customizations and automation.
- Support for time-sensitive content triggering during normal operations and special events.
- Find an intuitive solution to manage menu boards (at concession stands) that display graphics, promotional video, and variable pricing in a clean and intuitive way.
- Find a reliable and professional grade solution that requires minimal maintenance, monitoring and troubleshooting.



The Bell Centre in Montreal, Canada, home to the NHL's Montreal Canadiens, aimed to boost fan engagement for sports and live events with the many displays and experiential signage throughout the venue. At the same time, the stadium's technical leadership sought a digital signage management and monitoring system that could live on the central network while remaining operationally independent from

the IT department. Additionally, the system (which is self-hosted on site) had to support multiple users with varying levels of access controls, targeted playout by display and group, as well as leverage a variety of media players types and operating systems. To achieve this, the venue selected the Navori Labs QL Professional digital signage software platform and continues to use it successfully today.

TECHNICAL SCOPE

- A single centralized system to manage concourse displays, concession menu boards, large LCD displays, and video walls for experiential signage, supporting content resolution up to 4K.
- A centralized and self-hosted digital signage platform that remains operationally independent from IT.
- Support for multiple users with varying layers of access controls.
- Ability to support a variety of different media player platforms and operating systems.
- Targeted playout by display, and by group.
- A digital signage platform that gives content creators and designers the freedom and flexibility to create and deploy customized content driven experiences.

CHALLENGES

- Digital signage system needed to support sponsored advertising content, including exportable and detailed playback reports to measurably increase ROI.
- Digital signage management system needed to be easy to install, learn, and use for employees with varying levels of technical ability.
- Support and display rich data in real time, such as the results of 50/50 raffles during sports events.
- Create a “message on hold” program that feeds audio related to event, security, and visitor information to callers, as well as standalone sound systems at the box office and throughout the concourse.
- Provide flexibility in media player selection, enabling users to deploy a diverse array of media player types and operating systems according to playout requirements.
- Support advanced audio switching and live data requirements.

SOLUTIONS

Navori Labs has provided The Bell Centre with the ideal solution to reduce costs while scaling up its digital signage functionality in order to increase engagement:

- Cost savings:
 - CAPEX: Media player devices, installation labor, having a single platform to take on many different tasks (advertising, media playback, real-time content triggering, audio system etc.).
 - OPEX: Time spent on content creation and management, training, support, troubleshooting and maintenance.
- The support of many different media player types and operating systems allowed the venue to optimize their deployment according to playout needs.
- The seamless incorporation of sponsored advertising content via Navori’s advertising campaign module has measurably boosted ROI.
- Advanced audio capabilities eliminate the need to invest in separate audio playback system.
- A visually appealing, consistent, feature rich and easy to use platform that has resulted in a more engaging experience throughout the arena.

NAVORI QL SOFTWARE COMPONENTS

ASR-01	QL Server on-premise: Client Access License (Player CAL)
ASR-02	QL Server load balancing - per additional IIS server
ASR-03	QL Server Microsoft Azure Content Delivery Network
ASR-04	Add-on: QL Server API
BAP-01	QL engine
BAP-02	Template
BAP-03	Ticker
BAP-04	Trigger API
BAP-05	Advanced monitoring
BAP-07	Analytics
BAP-10	Advertising
BAP-12	Dynamic Data Feed Scheduling (DDFS)
BAP-13	QL Manager Mobile
BAP-14	Content Synchronization

“The ability to customize QL to support advanced audio and data needs has also provided exceptional value – not to mention its reliability in scheduling and disseminating advertising content to accelerate our return on investment. They also provide exceptional support, both from their North American office in Montreal, as well as their Switzerland headquarters. They have been more than a supplier; they have been an excellent partner.”

Pierre-Eric Belzile

*Vice President of information technologies and communications,
Montreal Canadiens hockey club, Evenko, L'Équipe Spectra.*



About NAVORI Labs

Navori Labs is a global software innovator with 22 years experience in delivering premium technologies and large-scale deployment expertise to thousands of customers worldwide. Our software is developed in-house by Navori's own R&D department supported by the company's team of highly qualified engineers. The company is a world-leader dedicated to digital signage and computer vision technologies.

Headquarters
NAVORI Labs

4 Rue du lion d'or
CH-1003 Lausanne
Switzerland
T: (041) 21633 19 60

North America
NAVORI Inc.

1000 Sherbrooke St. W,
Suite 710, Montreal,
QC H3A 3G4
Toll free: 800-720-2751
O: +1 514-395-8999

Central & South America
NAVORI Iberico America

Buenos Aires
Argentina
P: +54 11 7506 9606

Middle East
NAVORI Arabia

Abdullah Ghosheh St.
Building 38, 6th Floor,
Office 608,
Amman, Jordan
Phone +966 555 22 1919

Email
info@navori.com

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About Bell Center

Located in downtown Montreal and with a capacity of 21,273 seats the Centre Bell is the largest arena for hockey in North America and one of the most technologically advanced and versatile venues in the world. It's home to legendary Montreal Canadiens Hockey Club and is the headquarters for Evenko. <https://www.centrebelle.ca/en>