

CAYIN Digital Signage Seizes Attention at 2010 OEC Taipei

BRIEF PROFILE

Place: Taiwan

Industry: Sports

Solution:

- SMP-WEB4 x2

OEC Taipei Ladies Open

2010 OEC Taipei Ladies Open is the biggest tennis event in Taiwan. Many talented professional female tennis players joined this tournament, taken place from October 30th to November 7th in Taipei Arena. Orient Express Container (OEC) Group has hosted this tournament four years in a row and has invested more than NT\$ 50 million to invite more tennis stars. This year, twelve players ranked in the WTA's (Women's Tennis Association) top 100, have entered the 2010 OEC Taipei Ladies Open.

Robert Han, the president of Orient Express Container (OEC) Group, loves tennis and sets his goal to organize a WTA Tour tournament in Taiwan as part of his Hope Tennis project. The project aims to invigorate tennis in Taiwan from basic infrastructure to a world-class tournament. OEC Taipei Ladies Open will still be listed in ITF (International Tennis Federation) tour next year, and is expected to be the first WTA tennis tournament in Taiwan in 2012.



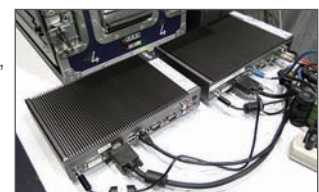
2010 OEC Taipei Ladies Open, the biggest tennis event in Taiwan, took place from October 30th to November 7th in Taipei Arena. To broadcast the most updated, exciting tennis match onto two 300" LED screens in the arena, the organizer adopted CAYIN's digital signage solution, incorporated with Heimavista's sports game system as the main communication media within the arena. All information, such as live scores, match schedules, hot news, and sponsors' promotions can be seamlessly conveyed to onsite spectators.

Target to Convey Timely Information Seamlessly

The organizer of OEC Taipei Ladies Open planned to utilize advanced digital technologies to collect all information swiftly and correctly. In addition, all live scores, announcements, and sponsors' promotions can also be broadcasted to large LED screens in the arena simultaneously.

Digital Signage Solution

- Two CAYIN SMP-WEB4 web-based digital signage players were responsible for managing, scheduling, and storing multimedia content.
- Two 300" LED screens were installed above the audience platform.
- HeimaVista's Sports Game System was used to automatically present the match schedule, live scores, and rank diagrams.



Perfect Integration of Digital Signage System and Sports Game System

The biggest highlight of this project is the perfect integration of CAYIN's digital signage players and Heimavista's cloud-based sports game system.

The organizer set up two LED screens in Taipei Arena and each screen was connected to one CAYIN digital signage player. Authorized staff operated these media players via network and controlled the content playback on each LED screen as well.

All live scores and figures were collected and managed by Heimavista's sports game system. Through CAYIN's digital signage players, live sports data from Heimavista's system was presented on the LED screens swiftly and faithfully.

Switch Content Swiftly Based on Onsite Judgments

Well-planned content prior to the tournament was also important. The organizer created various templates and content for different scenarios during the whole match. For example, the screen showed live scores of each tennis player when the game began; showed the final score and the performance figures after the game was over; promoted sponsors' corporate images between two games; and broadcasted announcements or hot news intermittently during one game.



It's not easy to know the precise time of each tennis game, so the operation of LED digital signage was under the command of a director, who was responsible for content arrangement based on the onsite situation. Due to the powerful remote managerial functions of CAYIN SMP players, LED screens changed templates and contents immediately whenever a different playlist was selected on its web-based user interface. Some templates were switched by Heimavista's system.



Instant Reveal of Scores upon Data Entry

During this tournament, every referee even updated scores via a PDA with a 7" LCD screen. Whenever a tennis player served or scored, the referee updated the data just by a simple click on the PDA. The PDA transmitted the data immediately to the web server and, at the same time, broadcasted the updated information onto the LED screens via SMP digital signage players.

This tournament fully utilized digital technologies to record and broadcast sports information, largely reducing paper consumption and increasing the efficiency of information transmission.

CAYIN digital signage products, integrated with the Heimavista's sports game system, is the best digital signage solution for conveying multimedia and timely information of all sport games.



CAYIN Technology Co., Ltd.

8F, No. 577, Linsen N. Rd., Taipei City 104, Taiwan

TEL: +886-2-25951005 FAX: +886-2-25951050

sales@cayintech.com www.cayintech.com