

Axis at Gemax Open tennis tournament.

Axis HDTV network cameras ensure security and web broadcasting of the tournament.



Organization:
Gemax Open

Location:
Belgrade, Serbia

Industry segment:
Leisure

Application:
Sporting event security
and promotion

Axis partners:
IP Way, Verat

Mission

Tournament management requested an IP video surveillance system that would guarantee a high security level at the sports arena, tennis tournament and related tournament conference activities.

Along with the security aspect of the event, the organizers requested an additional system for the live video streaming of the matches played on court, in order to facilitate the web broadcasting of all tennis matches.

Solution

Gemax Open opted for a video surveillance solution consisting of Axis HDTV network cameras, Netavis Observer video management software and Neteye network video recorders. Live web broadcasting of the tennis matches was carried out using the AXIS Q1755 HDTV Network Cameras with H.264 compression.

Result

Thanks to the IP video solution based on Axis network cameras, Gemax Open organizers ensured a remarkably high level of tournament security. Furthermore, the Axis cameras helped them to broadcast the tournament matches via the Internet, thus raising the international rating of the Gemax Open and significantly influencing media coverage.

"The IP video surveillance solution that we have implemented for the Gemax Open definitely made sense and saved us time and money in preparation and realization of the tournament. Internet live video streaming of the tournament with Axis network cameras further improved the tournament's ranking and gave us ideas for a wide range of IP-based applications."

Zoran Aleksievski, IT Manager, Gemax d.o.o.

Experience for the future

International tennis tournament Gemax Open has a 10-year tradition of excellence in sporting event management. The Sports Center Gemax also invested in the safety of their own business premises which has significantly improved the working and training environment there. Outdoor perimeters as well as the indoor area are secured with Axis network cameras which support H.264 compression and HDTV resolution.

For recording and viewing purposes, the IP video surveillance solution was completed using video management software from Netavis and professional Neteye network video recorders.

Multi-tasking possibilities

IP video surveillance was the preferred choice of the investor, mainly due to its scalability and multi-tasking possibilities. The solution used for securing the sport and business premises also facilitated live video streaming via Internet.

The live video promotion of sports or any other significant company event represents an efficient way to interact with customers and establish media presence. Due to these possibilities, IP video surveillance has an even higher ROI ratio for investors.

Live video streaming

AXIS Q1755 HDTV Network Cameras, which are SMPTE-certified and deliver HD image quality were the perfect solution for live video streaming of the tournament.

Additionally, the AXIS Q6032-E PTZ Network Camera was used for live video coverage of the tournament's promotional events.

H.264 compression supported by Axis network cameras provided high-quality images at 25 frames per second, which is essential when capturing fast-moving sport events.

The company VERAT provided the Internet link and streaming servers receiving H.264 stream directly from the Axis network cameras. Live video streaming provided an excellent tennis experience to spectators worldwide. Furthermore, Gemax Open and Belgrade were promoted and will be remembered for their professional and innovative organizational skills.

The next step

Usage of Axis network cameras for both security and promotional purposes has created a completely new market within the IP video surveillance sector, which the Gemax Open Games 2010 have proven to be an entirely justified investment.

