

# Sports Venue Success Story

## EIDSIVA ARENA (2019)

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Eidsiva Arena, also known as Kristins Hall, Lillehammer, Norway.

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STAMPESLETTA LILLEHAMMER, NORWAY

ICE HOCKEY TENANTS | LILLEHAMMER IK

The sport of ice hockey may not be quite as popular in Norway today as it was during the heady days of 1994 when the city of Lillehammer hosted the Winter Olympics. Still, new interest from sponsors and local businesses has brought increased investment to the sport, and as a result, Lillehammer Ishockeyklubb (IK) has enjoyed a revival. Lillehammer IK was founded in 1956, and the club has experienced many ups and downs over the last 60 years, including winning the Norwegian Championship in 1994 and experiencing challenging economic conditions in the early 2000s that threatened the club's existence. Today, the club plays in Eidsiva Arena (Kristins Hall) and they are known for establishing an excellent youth development scheme which has led to the transfer of several players to the prestigious Elite Leagues across Scandinavia and the rest of Europe.

### THE CHALLENGE

Lillehammer IK was ready to upgrade their match-day production due in large part to positive league results and rising attendance. The club and its local integrator planned a series of upgrades to the Eidsiva Arena, which included general updates to their video production capabilities and a system designed to drive creative content from six new cameras to a large LED Cube positioned above the ice rink. Aleksander Stalsberg, the Head Engineer for Lillehammer IK and a teacher at a local college offering media production courses, led the upgrade project. Stalsberg already had an excellent working knowledge of Ross products, including the Carbonite production switcher, XPression graphics system and DashBoard control solution.

### THE SOLUTION

Compact PIVOTCams were chosen to feed the in-stadium production on the camera side, and a Graphite all-in-one production system was selected to act as the backbone of the new design. The multi-purpose Graphite server includes a 1ME Carbonite production switcher, XPression Studio feeding the graphics and a RAVE audio engine in a single, compact unit.

XPression acts as a real-time rendering engine to display pixel-perfect graphics and is optimized to deliver graphics to the LED boards and LED Cube. The dual display is achieved by coupling XPression with the Tessera Single Engine software option, creating a mapped canvas that pushes real-time graphics to non-traditional formats such as the arena boards.

Fed by the Graphite system, the LED boards deliver video, animations, advertisements, announcements, and in-game statistics. This dynamic content gives fans a new perspective of the game as well as unique ways to connect with the players and team.



Lillehammer IK warms up below the new XPression-fed graphics displayed on their LED Cube.

Finally, Lillehammer opted for a custom DashBoard control panel to manage game data and statistics, including live data from an online API. DashBoard also controls the PIVOTCam pre-sets to add another layer of automation to the system. The panel allows for fully synchronized operator control, allowing them to run "BIG GAME MOMENT" take-overs at the push of a button.



## FOR MORE INFORMATION...



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Technical advice is available on-line, by telephone, or email to Ross Video – **Included for the life of your product.**

### THE IMPACT

With the Unified Venue Solution from Ross, Lillehammer IK are now running an effective and powerful production built on the foundation of a 9-input 6-output Graphite system. The entire system can be controlled from one DashBoard interface, which handles all the data and camera pre-sets needed to deliver a high-impact production for the fans.

#### Aleksander Stalsberg, Lillehammer IK Head Engineer:

*"We've had an excellent experience working with Ross – the technical support has been first class, and we now have a setup that can theoretically be driven by just one person. Our fans are enjoying a more impactful production on match days, and we are flexible enough to cater for a variety of different events in the arena beyond ice hockey. Ross talks about 'high impact, high-efficiency productions' and that's exactly what we're delivering".*

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