



## ZyXEL Lives EUROBORG STADIUM'S New IP Network

### Customer Profile

Euroborg is a project situated in the heart of Groningen, a town in the northern part of the Netherlands. This project will reshape the surface of this area to form a perfect zone for living and business activities; including a high-tech football stadium of 20,000 seats called Euroborg, living and working surroundings, mega cinemas, casinos, health centers, supermarkets, high schools and parking spaces. This project will not only benefit football, but also economy of the whole region. Actually, Euroborg stadium plays a very important role in the whole project: Football Club FC Groningen will be the host and the resident team in this stadium for professional football activities.

### The Challenges

Making every game here a fantastic experience to every participant: In addition a stylish and comfortable stadium environment, a well-designed network to improve communication and business efficiency is vital to FC Groningen as well.

### The High-resiliency Network Enables Always-on Communications

With ticket control, Internet payment facilities, ASP traffics and businesses all located in the stadium, FC Groningen needs a redundant network to ensure always-on operations. In addition, wireless access on the pitch is required to allow reporters to deliver game day stories and photographs more efficiently.

### VoIP Communication Capability

VoIP is a proven technology that increases communication efficiency and slashes cost dramatically. Euroborg stadium will be equipped with the latest VoIP equipments and it needs a network capable of optimizing VoIP communication to offer the best service quality required.

### Solid System with Easy Expansibility

Powerful technology with high interoperability and future expansibility is the key to avoid dependency on proprietary systems. In addition, devices designed with multi-task capability can reduce the models to be purchased as well as the network complexity. In the Euroborg stadium, fiber connectivity is essential for forming a fiber ring across the 6 patch spots.

### Testimonial

*"We chose Visser Communication and ZyXEL equipment because we had a good feeling about their proposition." "We demand reliable modern technologies and trustworthy partners. That's how we work, and it proved to be a good choice. We achieved our goal in the first year of European football plays and the communications functioned perfectly. Press photographers on the pitch complimented us for the high speed wireless connection we offer in our stadium."*

— Mr. Van Roon, Accommodation Manager for FC Groningen.

### Why ZyXEL Won This Project

#### Full Power Design for High-density IP Phone Environment

IEEE 802.3af Power over Ethernet (PoE) standard is a proven technology that can greatly save the instalment effort and cost by powering networking device, like VoIP, WLAN AP, etc, through LAN cable. ZyXEL ES-3124PWR is not only fully compliant with IEEE 802.3af standard. Aiming for high-density IP phone environment, ES-3124PWR can power up to 24 IP phone devices with full 15.4W power simultaneously by single device which can greatly save the space consumption

#### VoIP-optimized Network

ZyXEL managed switch can assist to build up VoIP-friendly network. VoIP traffic can be organized in specific VLAN, which assigned with the highest priority for packet transmission. In addition, Access Control List (ACL) can be applied for policy management for traffic prioritization as well. The ZyXEL switch supports up to 8 priority queues and QoS mechanism to guarantee immediate transmission of time-sensitive applications like VoIP and video.

#### Superior Resiliency Secures Non-stop Operation

MSTP and RSTP secure robust, fast recovery Fiber Ring for non-stop operation. The communication can be resumed instantly right after failure happened, and the Backup Power System (BPS) can monitor power status and act as a backup power source once any system power abnormality is detected. Both features help bringing up the network uptime.

#### Superior Customer Service

The solution was sold on good relationship and reasonable price. ZyXEL was chosen because Euroborg was looking for a trustworthy partner that offers proven modern technologies at fair prices. In addition, flexible and effective technical supports, as well as short distance between Euroborg, Visser, Valadis and ZyXEL were also very important to them, since this would allow decision making at short notices.

#### Multi-function System Design

As ZyXEL managed switches follow industry standards to obtain excellent system interoperability, users can expand the network easily with standard devices. Since all ZyXEL managed switches support dual-personality (RJ-45 or SFP) interfaces for fibre installation flexibility, network coverage can be expanded with proper transceivers very easily.

### Product List Table

Item	Model	Description
1	ES-3124PWR	Full PoE Power, 24-port L2+ Managed Fast Ethernet Switch
2	ES-3124	24-port L2+ Managed Fast Ethernet Switch
3	SFP-LX-10	1000Base-SX Single Mode Fiber Transceiver
4	ZyAir G 5100	802.11g Wireless AP with PoE
5	Telephones	Ericsson VoIP Phone
6	ES-2024A	24-port L2 Managed Fast Ethernet Switch

### Extra Information

The European Championships for players under age 21 is scheduled for kick-off in the Netherlands in June 2007. The final game will take place on June 23rd in the Euroborg stadium. With a capacity of 20,000 seats placed closely to the pitch, it will be an exciting experience for sure.

The stadium has a very high service and safety level unique in the Netherlands. This makes it not only the sublime location for an EC final, but also a perfect meeting place for business activities.

For more product information, visit us on the web [www.ZyXEL.com](http://www.ZyXEL.com)