

EXCLUSIVE TECHNICAL & COMMERCIAL DOSSIER

CGFootball NEXT-GEN

Technical Integration Architecture, Matchday Operation Protocols, and Venue
Commercial Monetization Framework for Football Stadiums.

**< 1 ms**

NDI® / SDI LATENCY

4K / 8K

60 FPS PLAYOUT RENDER

OPTA

LIVE OFFICIAL FEEDS

Rack 4U

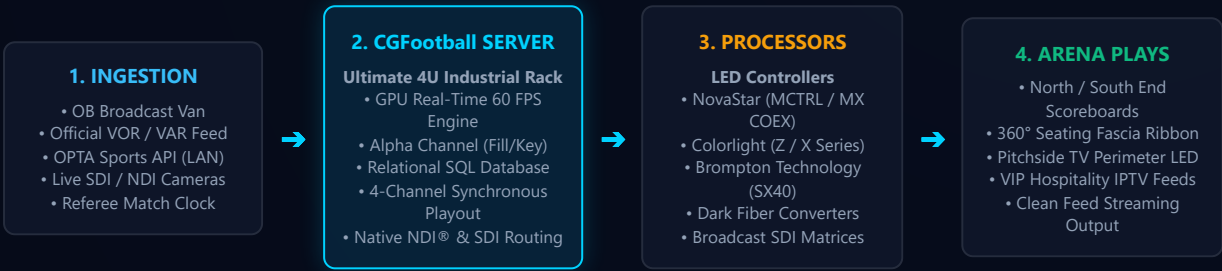
ULTIMATE INDUSTRIAL CHASSIS

MODULE 01 · BROADCAST ENGINEERING

Integration Architecture & Signal Interconnect

CGFootball NEXT-GEN is built upon an **open, non-intrusive architecture** engineered to interface seamlessly across existing stadium IP topologies and co-exist with existing systems without civil engineering works or costly proprietary lock-in.

SIGNAL FLOW DIAGRAM: INGESTION, REAL-TIME GPU PLAYOUT, AND SYNCHRONIZED ARENA FEEDS



Universal Compatibility with LED Processors

The software communicates natively with leading display send cards via high-speed IP network or direct DVI/HDMI/DP/SDI feeds:

- ♦ **NovaStar:** Full support for 4K/UHD controllers (MCTRL4K, NovaPro UHD Jr, Taurus, and cutting-edge COEX MX platforms).
- ♦ **Colorlight:** Direct compatibility with Z6 Pro, Z8, X-series processors, and Gigabit i5+/i9+ receiver cards.
- ♦ **Brompton Technology:** Precise pixel-to-pixel mapping over Tessera SX40 processors on fine-pitch LED canvases.

NDI® Protocol (Network Device Interface)

Pioneers across European football in deploying native NDI across stadium facilities:

- ♦ **Uncompressed Broadcast Video Transport:** Stream 4 simultaneous channels of video and alpha-channel motion graphics over standard CAT6A Ethernet.
- ♦ **Sub-Millisecond Latency (< 1 ms):** Imperceptible sync between referee whistles, stadium acoustics, and screen updates.
- ♦ **Plug-and-Play Mobility:** Patch any PTZ camera, commentator monitor, or mobile rig simply by connecting into a LAN port.

Certified Ultimate TV Hardware · 4U Industrial Server Chassis

Compute & RAM:

Intel Core i9 / Server-Grade Multi-Core Xeon, 64 GB DDR5 ECC, NVMe Gen4 SSD in RAID 1 for complete data integrity.

GPU & Capture:

Dedicated NVIDIA RTX Ada Generation GPU delivering sustained 60 FPS render with zero frame drops + Blackmagic DeckLink 8K Pro.

Redundant Power:

Dual Hot-Swap Platinum Power Supplies (2x 850W) and heavy-duty industrial filtered cooling tuned for 24/7 unassisted operation.

MODULE 02 · MATCHDAY SECURITY & OPS

Matchday Workflow: Simplicity under Peak Pressure

During 90 minutes of intense competition with 40,000 spectators roaring and broadcast cameras rolling, zero downtime is tolerable. CGFootball is engineered so club operators command the entire stadium with **absolute confidence, lightning speed, and zero margin for error.**

1-Click Triggers

Critical game events (GOAL, Red Card, VAR, Penalty, Stoppage Time) pre-mapped to instant tactile hotkeys and oversized virtual touch buttons.

Hardware Keypads

Native handshake with physical production controllers (Elgato StreamDeck XL and X-Keys broadcast panels) with backlit dynamic graphic keys.

Preview / Program

Confidence monitoring: operators pre-inspect motion animations, sponsor slates, or lineups on a private monitor before pushing live to the stadium bowl.

High Availability Protocols & Disaster Recovery

Hot-Standby Mirrored Redundancy:

For premier arenas, CGFootball deploys in a dual redundant configuration (Master Server + Slave Server). If a cable is severed or hardware faults occur, the backup appliance claims playout instantaneously without screen flicker or visible disruption.

Automated Match-State Persistence:

Every millisecond of match clock, cards, fouls, and goal data is written to non-volatile registers continuously. In the event of a total stadium blackout, the system recovers within seconds of power restoration to the exact minute and score state.

Typical Matchday Operational Sequence

Timeline	CGFootball Action	Stadium Display Execution
T - 60 MIN	Import official lineups & roster	Dynamic 3D team roster presentation featuring player portraits, numbers, and headline sponsor.
T - 15 MIN	Warm-up & Fan Engagement	Interactive Kiss Cam, AI FotoCam fan selfies from spectator mobile phones, and pumping music cues.
MINUTES 0 - 90	Live Match Scoring & OPTA Feeds	Synced match clock, real-time ball possession stats, pitch heatmaps, and in-play L-Shape sponsor takeovers.
CRITICAL EVENT	Goal or Official VAR Review	Instant PIP window with video replay clip + official federation VAR graphics overlay.
HALF-TIME	360° Commercial Carousel	Full venue synchronization: main scoreboards and pitch ribbons run seamless commercial sponsor blocks.

Instant Last-Minute Transfer Updates: Thanks to CGFootball's relational database architecture, if a signing is finalized hours before kickoff, simply drag their headshot and set their jersey number; all celebration slates (goal, card, substitution) update in under 90 seconds without restarting playout.

MODULE 03 · MONETIZATION & ROI

Commercial Exploitation Model & Return on Investment (ROI)

For the club's board of directors and commercial revenue department, **CGFootball is not an expense**—it is an engine of recurring revenue capable of fully amortizing software and hardware procurement within a single competitive season.

1. 'GOAL' Moment & Player Card Takeover

The second of peak viewer attention in the stadium bowl. The celebration fires synchronized content across main screens and pitch boards, linking your headline partner to unadulterated fan euphoria.

2. Sponsored Official VAR Review

During 60 to 120 seconds of tense deliberation, displays show broadcast TV footage framed by a designated commercial sponsor banner—generating the highest gaze-retention rate in modern sports.

3. Half-Time Kiss Cam & AI FanCam

Direct monetization for consumer FMCG brands (beverages, telecom, automotive) across the 15-minute intermission, turning fan engagement into certified sponsor impressions.

4. Synchronized 360° Ribbon Domination

Orchestrated visual campaigns spanning the entire mid-tier architectural ribbon. Sell shared rotation slots or exclusive match-moment takeovers (*Domination*) to premium global sponsors.

Estimated Advertising Revenue Breakdown (Mid-to-Top Tier Club Simulation)

Dynamic Commercial Asset	Estimated Revenue / Fixture	Season Total (19 Fixtures)	Financial Impact
GOAL Moment & Starting XI Lineup	€1,200 / match	€22,800	Covers NEXT-GEN software licensing
Official VAR Review Sponsorship	€800 / match	€15,200	Fully amortizes 4U Industrial Rack Server
Half-Time Kiss Cam & AI Fan Cam	€950 / match	€18,050	Funds AI modules and operator team
In-Play L-Shape Animated Banners	€600 / match	€11,400	Direct net recurring profit for the club
TOTAL ANNUAL COMMERCIAL POTENTIAL	€3,550 / match	€67,450 / season	Full ROI in < 6 months of play

Executive Takeaway for Commercial Leadership: Upgrading to CGFootball NEXT-GEN does far more than modernize your stadium bowl to UEFA and LALIGA broadcast benchmarks—it **unlocks between €50,000 and €120,000 in brand-new high-yield commercial inventory** each and every competitive season.

MODULE 04 · FAQ & SUPPORT GUARANTEE

Service Guarantee, Match Support & Technical FAQ

Clear engineering responses to the most frequent operational, technical, and procurement questions raised by venue directors:

1. What technical assistance does Cromvideo provide during official matchdays?

All our stadium installations include **Live Remote Matchday Standby**. A senior broadcast engineer actively monitors server telemetry via a dedicated priority line to assist and intervene instantaneously should club technicians request support.

2. Is on-site operator training provided for club staff?

Yes. Implementation includes **in-person training workshops at your stadium**, realistic simulated test matches, and quick-reference operator cards. Within 3 hours, club staff operate complex match scenarios with complete autonomy.

3. Must we replace our existing LED screens to deploy CGFootball?

Not at all. CGFootball connects directly to the LED sending controllers (NovaStar, Colorlight, Brompton) your stadium already uses, delivering a dramatic upgrade in graphic power without requiring LED cabinet renewal.

4. How are future regulatory rule changes (LALIGA, UEFA, FIFA) handled?

Cromvideo continuously updates software builds to maintain 100% compliance with new federation requirements (official VAR graphics, extended stoppage time displays, pitchside advertising timing, and digital match reporting).

Request an On-Site Demo or Stadium Engineering Audit

Bring your sports facility to the leading edge of modern European football. Our engineering team conducts technical assessments and on-site demonstrations with live hardware.

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Monday - Friday (Matchday Standby)

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