

Company: Groovy Gecko / Nike Town

Industry: Streaming media

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Craig Moehl, Groovy Gecko

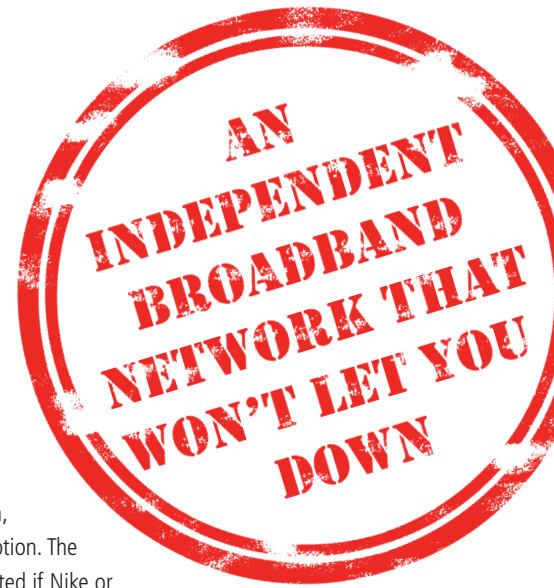
## The challenge: Delivering a stable live Internet video feed to an Internet audience, at short notice

Groovy Gecko provides streaming media services, specialising in events where live video has to be delivered across the Internet to an audience. Its customer list includes BT, Microsoft, Cisco and Amnesty International, and it handles investor meetings, press conferences, and consumer events. It also delivers video-on-demand when an event is over.

GG was commissioned for the Nike ID Project, an event promoting personalised Nike trainers, at its Nike Town outlet in London’s Oxford Circus. The shop held a giant cube, where visitors could have trainers designed for them by a Design Consultant. Celebrities arranged to use the service, and Nike commissioned an Internet site where users could see those celebrities having their shoes designed and fitted.

“We specialise in complex event webcasting ” says Craig Moehl. A former operations manager of MTV, he set up Groovy Gecko as a streaming media company in 1999, before the widespread availability of broadband and the rise of Web 2.0. Groovy Gecko delivers high quality streaming media through global content delivery networks (CDNs) onto the Internet.

Nike ran cameras eight hours a day in the Nike ID pavilion. It was Groovy Gecko’s job to get that content to the Internet - but there was a problem. The streaming content needed its own guaranteed link to reach potentially millions of viewers.



While Nike Town has its own Internet connection, sharing it was not an option. The video would be interrupted if Nike or its neighbours used the Internet heavily.

In normal circumstances, Groovy Gecko would have booked its own broadband line to the site, using SDSL technology. SDSL is very suitable for this task as it provides stable high bandwidth uploads to the Internet. But this time round, there was no time. However BT required a lead time of 30 days to provide SDSL, and the event was due to start in two weeks.

## Implementing Urban Wimax

Urban Wimax uses a ‘standards-based’ Wide Area Network technology that provides high-throughput broadband connections over long distances. It is an intelligent technology that supports many different types of application, from videoconferencing through remote access to web surfing, all at high level of service.

Our services can be set up very quickly , as long as there is a line of sight to the service provider’s base stations. so Groovy Gecko contacted Urban Wimax, who installed an antenna on the roof of Nike Town’s building, and ran cables inside the building to the NIKEID fitting cube.

“It was a perfect immediate solution,” says Moehl. “It took about a week to set up and test.” In that time, Urban Wimax carried out a site survey and arranged the interior cabling with the building management company.

Within the cube, the video feed was sent to two separate encoders, producing duplicate feeds so the broadcast could continue if either encoder were to fail. These streams were each encoded to Flash, compressed to 384 bit/s and delivered to viewers via GG’s global CDN.

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To guarantee good quality video, the event needed 1Mbps bandwidth, which was uncontended - not shared with other users. Urban Wimax provided 2Mbps.

The link had to work reliably without any dedicated support on site. During the event, the installation hit one snag: nearby cranes caused intermittent breakups to the signal, so Urban Wimax simply resited the antenna on the roof to eliminate the problem.

"Other than that unforeseen glitch, the link performed admirably and provided a stable Internet connection," says Moehl. The event itself was such a success that its planned four weeks run was extended to six weeks. At the end of that time, Urban Wimax came back and removed the antenna and cables, leaving Nike Town as it found it.

## Future plans

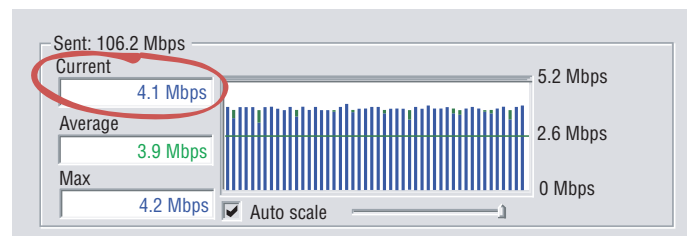
"This is the first time we've used Urban Wimax," says Moehl. "But we'd be happy to use them again. We especially appreciated their fast response times and also the fact that they took care of the paperwork such as Health & Safety compliance." He now regards Urban Wimax as a partner, and will be building its services into future plans for other events.

This will allow Groovy Gecko to satisfy customers that might otherwise have to put up with a service that is less than they hoped for, due to the difficulty of getting bandwidth quickly, he says:

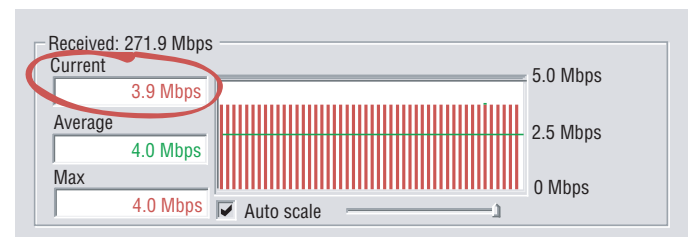
"We're often asked to provide video from an event with only a day or two's notice," he says. If Groovy Gecko can't get the appropriate bandwidth to stream the video live, the client has to accept a less attractive option, delivering video clips "on-demand" after the event. "We haven't had to turn events down," says Moehl, "but without Urban Wimax, if the client can't get the connectivity, we have had to do it on demand afterwards."



## Urban Wimax Independent Test Results



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Upload

## Summary:

### Key Benefits:

- Speedy installation means that Groovy Gecko can offer live video feeds from events at short notice.
- Proactive support and management from Urban Wimax means that Groovy Gecko can have reliable links to remote sites without dedicating its own staff to supporting the wide area link

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