



CASE STUDY



Marvel Stadium

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It's been a couple of decades (and a few naming rights changes) but Marvel Stadium has been a mainstay of Melbourne's sporting and entertainment landscape for a long time. The recent AV and technology upgrade was a mission-critical project – one that had to be completed while keeping the venue fully operational for major events. Enter Equans, tasked with enhancing the stadium's AV infrastructure, ensuring a seamless match-day experience while also making function spaces more versatile.

BUILDING THE BACKBONE

The Marvel Stadium upgrade wasn't just about replacing old gear with new; it was about creating a cohesive, intelligent AV ecosystem that seamlessly integrates content distribution, lighting, and control systems. At the heart of the deployment was a mix of robust AV solutions chosen for reliability, flexibility, and scalability.

Equans faced the logistical nightmare of integrating a

vast AV infrastructure while the stadium remained fully functional. This required meticulous planning and, ideally, a fleet of golf carts for the team. "We couldn't afford downtime," Equans Project Engineer, Tobias Feld explained. **"Every time we touched a system, we needed a fallback plan in place."**

To mitigate risk, Equans pre-commissioned systems off-site, ensuring that any faulty units or configuration issues were resolved before installation. A temporary router bypassed the existing network, allowing for a seamless transition to the new system. They even set up a backup vision switching suite as an insurance policy.

WYRESTORM: A PIVOT THAT PAID OFF

One of the biggest COVID pivots in the project came in the function spaces, where the original point-to-point video distribution plan was shelved due to post-COVID stock shortages. Instead, Equans turned to Wyrestorm's Network



HD AV-over-IP platform – initially a pragmatic decision based on availability, but one that paid off.

Tobias Feld from Equans explains: “We originally specified fixed frames, but the supply chain situation made them an eight-month wait. We needed a solution that was available, and Wyrestorm ticked all the boxes.”

The original spec may have been for a conventional point-to-point video switcher but the flexibility of an AV-over-IP system has made room combining very simple indeed. It allowed the local input to be routed dynamically to any display in the function spaces. *“It’s worked flawlessly for over two years now,” says Feld. “It proved itself. It was a chance for Wyrestorm to show us what it could do, and it delivered.”*

OFF THE BENCH, IN THE GAME

The covid-era stock shortages was curse for most but an opportunity for some. In this case it gave a perfectly competent AVoIP solution, such as Network HD from



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Wyrestorm, the chance to show its wares, while also allowing Q-SYS to stretch its control legs when it would otherwise be only performing DSP duties. Covid also played havoc with live events. But again, it did provide the perfect window of opportunity for Marvel Stadium to reframe its technology offering. The upgrade has transformed the stadium’s ability to deliver world-class match-day production and flexible, high-quality AV for corporate and function spaces alike.

And best of all, for the patrons? The show never stopped.