



Aura™



WORLD-CLASS TRAINING FACILITIES

Knowing that state-of-the-art digital media technology would help them stay ahead of the game, Southampton Football Club chose to partner with Aura.



Samsung 95" commercial display, which was the first in the UK to use a touch overlay



Eight fixed-performance cameras across five training pitches



'Real Time' performance analysis



BUSINESS CHALLENGE

Southampton Football Club may be located in one of the UK's smaller cities, but that has not prevented it from enjoying an impressive track record when it comes to finding and developing new talent. This is no accident, but a deliberate strategy – one that has seen them discover and bring on world-class players including Gareth Bale, Theo Walcott, Alex Oxlade-Chamberlain, Luke Shaw and of course club legend Matt le Tissier.

The Club's focus on training ground investment and performance review and analysis, has played a significant part in this success, and continues to be a strategic objective. Knowing that cutting-edge AV technology could

help them gain competitive advantage, Southampton partnered with Aura to help deliver a £40m upgrade project that would see their training ground, the Markus Liebherr Pavilion, transformed into a facility that would rival the best that any European club would have to offer.

Aura's brief was to specify and install a complete system for capturing players' and prospects' performance, for analysis on-screen, and also to complete their vision for the Staplewood campus with cutting-edge, integrated audiovisual infrastructure that would combine facility-wide PA and audio, digital signage and digital TV.

“The solutions Aura have supplied are unique to the way we work and it allows us to provide the best possible environment for the players, as well as enabling the coaching and staff team members to record, capture and communicate data in the most effective manner.”

Southampton FC's Head Analyst

AURA SOLUTION

To ensure that Southampton FC's training-focused strategy would achieve maximum success, the new system needed to be sophisticated and high-performing. It also needed to be intuitive and easy to use, so that the Club's analysts could hit the ground running, and not waste time with clunky interfaces or processes that weren't streamlined. In addition, upgrade capability was a priority – in order to stay at the forefront of performance analysis, and therefore ahead of the competition, the technology must be kept up to date.

As well as providing AV distribution solutions throughout the facility, including a full auditorium that is operated for internal staff meetings and club press conferences with the media, Aura created a facility that is the lynchpin of talent optimisation at the Club.

The Black Box room is where player performances and the scouting network are scrutinised for improvement opportunities. A huge 95" commercial display (the first of its size in the UK to feature touchscreen technology) offers the capability to view and record player activity on any of the five training pitches, as well as access global statistic databases for players anywhere in the world – to monitor every player worth monitoring, as well as to record every training session at every level, from the first team to the Under-8s.

23 fixed-position cameras have been placed on 12-metre poles, with the halfway line cameras just far back enough to capture all the action in a single shot if require – with control capability delivered by a joystick, enabling the analysts to home in on the play exactly as they require, in real time.

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