

Ericsson and Spiideo **power** **live sports anywhere**

Ericsson and Spiideo make it possible to capture and stream live sports anywhere, from stadiums to locations beyond traditional fixed camera installations. By integrating Ericsson Cradlepoint connectivity into Spiideo's Portable SmartCam, teams can set up, connect, and stream to the cloud in minutes. The result is a robust, easy-to-use solution that expands access to live broadcasting and performance analysis wherever the game is played.



Success story highlights

Challenge

Spiideo, a global provider of cloud-based, AI-automated video recording, analysis, replay, and broadcasting tools for sports, needed to go beyond fixed stadium cameras. Teams and federations wanted the same hands-free, high-quality video delivery while on the road. To meet those needs, Spiideo required portable units with reliable, high-bandwidth cellular connectivity matching the experience of their fixed installations.

Jonas Morän, VP of Camera Systems at Spiideo said: “Teams are often on the move. We needed a portable solution that could reliably stream high-resolution video to our cloud. With mobile connectivity built into the Portable SmartCam, we can now deliver our service anywhere.”

Solutions

Spiideo integrated Ericsson’s semi-ruggedised Cradlepoint S700 Series routers into its Portable SmartCam, creating a robust all-in-one unit. To use the camera on the go, users connect the router via the Spiideo iOS app in just a few taps. At the same time, the entire solution is monitored via Ericsson’s NetCloud, giving Spiideo’s support team full visibility for remote troubleshooting and configuration.

Benefits

Thanks to mobile connectivity, the Portable SmartCam supplements Spiideo’s fixed camera solutions for teams at all levels. It ensures reliable live streaming for broadcasting and real-time analysis from any location. NetCloud simplifies management, reducing connectivity complexity for end users and ensuring maximum uptime.



Solution details



To meet this demand and solve the critical connectivity challenge, Spiideo equipped its Portable SmartCam, a product designed specifically for mobility and ease of use, with a cellular router from Ericsson Cradlepoint. After an initial trial with another vendor, Spiideo quickly selected Ericsson as the long-term partner for its portable solution.

The latest generation of the Portable SmartCam integrates the Ericsson Cradlepoint S700, a semi-ruggedised router built to withstand outdoor conditions. The router is housed within a robust, all-in-one case, also including a battery and PoE to power the camera. This design creates a seamless user experience: a coach or operator simply places the unit on a tripod, presses the power button, and the camera automatically connects to the cloud, ready to stream in minutes.

To further simplify operations, Spiideo leverages Ericsson's NetCloud. This cloud platform gives Spiideo's central support team full visibility and control over their entire deployment of routers. This allows them to remotely monitor device status, troubleshoot connectivity issues, and manage configurations, effectively removing the complexities of cellular connectivity for the end-user.

For Morän, the real strength of the solution lies in how different types of customers can benefit: "The portable solution opened new levels within sport. From elite federations to youth showcases, making high-quality broadcast and analysis accessible for more teams."

Matt Thomas, Chief Sales Officer at Westbase.io said: "This collaboration is a strong example of how the right technology, and the right partnership can transform what's possible in live sports production. By working closely with Spiideo and Ericsson to provide the Cradlepoint solution through our distribution expertise, we're enabling their Portable SmartCam to deliver reliable, high-quality live video from any location."

Solution benefits

Expanded market reach

The integration of reliable cellular connectivity enabled Spiideo's customers to use both fixed and mobile cameras. While their core business remains fixed stadium cameras, the company can now serve their customers with options that ensure all footage, even when recorded on the road, is captured in the cloud. This has opened up new revenue streams by enabling Spiideo to address a wider pyramid of users with a highly accessible product.

Seamless user experience

The solution was designed for simplicity, allowing coaches and team staff to focus on the game, not the technology. Spiideo's iOS app offers a streamlined setup, which allows users to configure the integrated router without needing specialist IT knowledge. This robust hardware is backed by versatile connectivity options: The router intelligently uses not just cellular, but also local WiFi or a wired Ethernet connection when available, ensuring a stable, high-quality stream in virtually any environment.

Centralised management

By leveraging Ericsson's NetCloud, Spiideo's support team gains end-to-end visibility of its entire global deployment of SmartCams. From one central interface, they can check device health, push software and security updates, or resolve connectivity issues in real time. "Instead of bringing equipment back to base, we can fix problems remotely. That saves time for users and keeps training or competition on track," says Jonas Morän. For Spiideo, it also creates a scalable support model that keeps pace with international growth.

Rugged all-in-one design

The latest generation of the Portable SmartCam integrates the semi-ruggedised Ericsson Cradlepoint S700 router into a protective case alongside a long-life battery and PoE module. This design makes the unit resistant to outdoor conditions, frequent transport, and rapid setup on the sidelines of a match or tournament. Teams benefit from a truly mobile, all-in-one package that combines durability with ease of use.

Jonas Morän added: "Westbase.io is a trusted distributor partner for Spiideo on our Portable SmartCam solution. They work closely with us around the Ericsson connectivity technology integrated into the SmartCam, supporting the delivery of a reliable, high-performance solution wherever the cameras are deployed."



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Introducing Ericsson

Ericsson's enterprise wireless solutions enable organisations to innovate, operate, and grow anywhere - without constraints.

Ericsson NetCloud, Cradlepoint routers, and Enterprise 5G solutions provide the flexibility of public and private 5G, with the zero trust security of simplified SASE. [Find out more here.](#)

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