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# Ericsson Success Story: Ooredoo Qatar



Ooredoo Qatar brings fans to their feet with 5G services during Amir Cup Final

As the nation gears up for the world's biggest sporting spectacle in 2022, Ooredoo Qatar announces a new era of 5G opportunities demonstrating transformative, connected and digital 5G experiences with Ericsson at the 2019 Amir Cup Final and grand opening of the Al Janoub Stadium, designed by world renowned architect, the late Zaha Hadid and built to host the 2022 tournament.



## Customer Profile

Ooredoo is Qatar's leading telecommunications company delivering mobile, fixed, broadband internet and corporate managed services tailored to consumers and enterprises in the Middle East, North Africa and Southeast Asia. As a community-focused company, Ooredoo is guided by its vision of enriching lives and a belief that it can stimulate human growth by leveraging communications to help people achieve their full potential. Ooredoo has a presence in Qatar, Kuwait, Oman, Algeria, Tunisia, Iraq, Palestine, the Maldives, Myanmar and Indonesia.

## Introduction

As the incumbent operator in Qatar, this means Ooredoo needs to deliver transformative network innovations to stay ahead of the curve and at the top of the local market.

Operating as the country's leading telco means that Ooredoo has to create breakthrough value and service propositions to remain competitive in today's fast-paced digital world.

Taking the early lead in bringing 5G to Qatar, Ooredoo's transformative 5G roadmap matches the growing expectations of consumers for dynamic connectivity and enriched digital experiences.

Ooredoo has identified economic and social development as an area where a profound impact can be created through advanced 5G networks, and where an uplifting connected experience for its consumer and enterprise customer bases can be designed.

## The Challenge

Delivering industry-leading innovations is no small feat in the mobile operators' industry. For Ooredoo, the challenge was to leverage 5G technology to deliver an unforgettable experience for fans attending the 2019 Amir Cup Final match.

As Qatar gears up to play host to the world's biggest sporting extravaganza, Ooredoo in

partnership with Ericsson demonstrated innovative 5G use cases during the Amir Football Cup final match – a pilot demonstration of the unlimited world of possibilities enriching lives and experiences.

"The experience dividend is the biggest challenge for operators to conquer as 5G becomes a reality," said Günther Ottendorfer, Chief Technology & Infrastructure Officer Ooredoo Qatar "Customers are excited about the new 5G experiences that faster speeds and lower latencies will bring, which is why Ericsson has been a formidable partner in helping us bring these possibilities to life."

By partnering with Ericsson, Ooredoo was able to showcase the

value its future offerings can deliver to customers. "Ericsson installed 5G technologies that built upon the current Ooredoo 4G network to deliver a fan experience like no other," Günther Ottendorfer explains. "With access to Ericsson's core network solutions, this revealed a new range of capabilities for customers and offered a projection of how their lifestyles will be improved with the next generation of connectivity."

## Innovative Approach

Ericsson is a primary business partner for implementing Ooredoo's 5G infrastructure. Ooredoo and Ericsson formulated a relationship in early 2019 in order to implement



5G technologies, such as Ericsson Radio System, 5G New Radio, and Ericsson microwave solutions, and enhance the digital lives of people across Qatar. Playing a vital role in Ooredoo's roadmap to 5G, Ericsson brought world-class expertise and technologies to the forefront to illustrate the immersive possibilities of connected 5G realities.

## Real-Time Possibilities with 5G technology

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### The Future of Healthcare - 5G Connected Ambulance

Ooredoo in collaboration with Ericsson showcased the future of remote healthcare innovations at the Amir Cup final with a 5G Connected Ambulance demonstration. This was brought to life through Ericsson's state of the art IP Multimedia Subsystem (IMS)— a core network solution, which delivered rich real-time communication services.

The Ericsson IMS technology use case provided a glimpse into how doctors could provide remote assistance to treat patients in movable vehicles. In this instance, a remote assessment of a patient and ultrasound procedure was conducted inside an ambulance using a special haptic glove controlled by a doctor remotely using a specially designed joystick.

### 5G Virtual Stadium - Immersive Fan Experience

To put the Ooredoo 5G capability through its paces, the South Stadium of Al Wakrah was equipped with Elastic Cloud Radio Technology and Antenna with High Order Massive-MIMO to give fans a glimpse into the enriched experience 5G developments can bring while watching live sport.

The immersive sports demo was live broadcasted to a Virtual Stadium at Mall of Qatar where consumers experienced the VR and immersive experience of the match remotely. Here, an immersive 5G experience ran simultaneously for the 90 minutes of the final match in a Virtual Stadium at Mall of Qatar. Paired with high bandwidth, this enabled viewers to enjoy a real time streaming experience that rivalled the quality and scalability of streaming resolution through conventional media.

## Raising the bar

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Ericsson and Ooredoo not only succeeded in providing groundbreaking performances in the South Stadium at Al Wakrah. Together, they successfully championed future 5G demonstrations through the Virtual Stadium at Mall of Qatar and a Connected Ambulance in the

stadium itself.

All this was achieved during the final phase of the construction of the stadium in a very limited timeframe, deploying antennas and installing extensive equipment in the final construction phase of the stadium. It took around two and half months to prepare and install the 13 cameras, and the quality of the outputs was testament to Ooredoo's 5G and technological capabilities.

5G was Live:  
At the stadium, the mobile technologies enabled Ooredoo reached 5G data speeds of up to 1.2 Gbps with a 5G commercial handset using Ericsson's latest 5G technology.

The Ooredoo network also delivered to the nearly 40,000 spectators at the stadium opening more than 6 TB of mobile traffic – the equivalent of around 1,300 streamed full HD movies or DVDs – with record high set-up success rates of more than 99.5%.

In the South Stadium, spectators using the Ooredoo network made close to 500,000 voice calls, and during the game the Ooredoo team was able to achieve phone speeds of up to 1.2 Gbps. Additionally, over 10,000 spectators used the free Wi-Fi in the stadium, making use of more than 2 TB throughout the 90 minute duration of the game.

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“We're all very proud of this amazing achievement ahead of 2022. As always, we're completely committed to bringing our customers the latest technology with all our products and services, and finding ways to improve their digital lives.”

Waleed Al Sayed  
Chief Executive Officer, Ooredoo

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“We are committed to ensuring Ooredoo subscribers leverage the full value of 5G's benefits – both the Virtual Stadium and the Connected Ambulance have life-altering impact – changing the entire concept of healthcare and entertainment for the future.”

Mohamad Dergham  
Head of GCU Ooredoo at Ericsson

## User Interview

My name is Georges Atallah and I live in Doha, Qatar. As a football fan, I'm excited for the opportunity to witness the national football team perform in Qatar during the World Cup in 2022.

Live sporting experiences are special occasions. These events bring out the best in fans and create an atmosphere that is hard to capture while watching sport through traditional formats.

The Amir Football Final match was one to remember for a number of reasons. Overall, the highlight for me was experiencing how connectivity can transform the live sporting occasion more than I thought was possible, thanks to new 5G technologies.

Through Ooredoo's Virtual Stadium at the Mall of Qatar, I was able to enjoy live football through an entirely different lens with the immersive virtual reality demonstration. This enabled me to enjoy futuristic applications of 5G and experience the ways this high performing technology can enrich fan engagement for live sports coverage.

The benefits of this technology will definitely enhance my lifestyle once it becomes available to consumers in the future. I can't wait to explore its capabilities further.

## Overview

Customer: Ooredoo Qatar

Challenge:

- Demonstrate innovative use cases showcasing future connected possibilities

Solution:

- IP Multimedia Subsystem (IMS)
- Elastic Cloud Radio Technology
- Antennae with High Order MIMO
- Ericsson Radio System
- 5G New Radio
- Ericsson microwave solutions

Result:

- Huge interest in 5G Ambulance and 5G Virtual Stadium by spectators
- 5G data speeds up to 1.2 Gbps with a 5G commercial handset
- Ooredoo network delivered great performance with more than 6TB of mobile traffic