



Go Wireless NZ



Photo credit - Terry Marshall



Business

Systems Integrator,
MoMac Socialising Media Ltd

MoMac provides cost-effective marketing solutions by helping you create a story to showcase your brand using video.

Problem:

No WiFi coverage in a remote area required to broadcast a live event. Requiring a cost-effective and easy to set up option.

Solution:

A number of Grandstream outdoor access points mixed with Ubiquiti point-to-point wireless.

Requirements:

[Grandstream Networks:](#)

(4) GWN7600LR

[Ubiquiti Networks:](#)

(6) Nanostation M5

Results:

An impressive network set-up with low latency and extremely high speed allowing live broadcasting and editing of video a breeze.

Ubiquiti and Grandstream Networks Work in Harmony as New Zealand Tunes in to Watch Live Rally Sprint Over **500** Live Watches, **60,000** Views



“We had 60,000 views, five times more than any other motorsport live stream we had previously done and this was due to the quality of the event and the stream we could provide because of the wifi network we created using the Grandstream and Ubiquiti products.”

- Ryan McDonald - Director of MoMac

Reasons for the product(s) deployment?

We had a number of iPhones in various locations throughout the forest which were used to stream the video feed back to a central point before broadcasting live on Facebook. This network set-up zigzagged through the middle of Ashley Forest with limited range and many obstacles limiting wifi signal. The need for wireless bridges / mesh systems was so we could achieve full coverage of the course.

We wanted to be able to pull off what looked like a high-cost production set up if you were tuning in to our live stream, but in fact, it was using cost-effective wifi solutions and some remote power sites we established.



What do you like about the product/service?

This network gave us the platform to broadcast a popular motorsport event live to the world that hadn't been achieved in many years due to the high production cost going live to prime television! This really gave us a platform to show to the world what can be achieved on a small budget and a little creativity. We had 60,000 views, five times more than any other motorsport live stream we had previously done and this was due to the quality of the event and the stream we could provide because of the wifi network we created using the Grandstream and Ubiquiti products.

What do you dislike about the product/service?

We thought the wifi range of the equipment could have been better, perhaps a little bit more powerful. That is always our biggest challenge - range for connections followed by latency/speed.



What business problems are you solving with the product and what benefits have you realised?

We now have a very reliable long range wifi solution for our live streaming for future events.

We also now have trained staff for these products and Tony (MoMac Live Streaming IT Specialist) is now installing these products under his IT business for various clients.

Recommendations for others considering the product:

Once we had the wifi equipment tuned in, we were very impressed with how well the system worked. The latency was very low, and the speed was excellent which allowed us to broadcast video internally very quickly and then have it edited and put out to the internet very quickly.

Do your research particularly with the land layout so you can be best advised on what equipment is best suited. Seek the advice from the professionals at Go Wireless NZ. Make sure you know how to setup and configure these with optimal settings as it can be time-consuming the first couple of times.

Press release before the event - <https://www.motorsport.org.nz/ashley-forest-rallysprint-live-for-first-time-in-over-30-years/>

MoMac Live Stream example - <https://www.facebook.com/MoMacSocial/videos/702176663468601/>

Live Stream Schedule and post - <https://www.facebook.com/MoMacSocial/photos/pcb.726728954331805/726715397666494/?type=3&theater>

