

# Network solutions

that power business

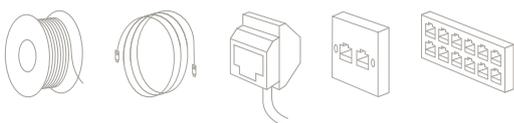


## Case Study: Birds Nest Stadium

“3M helps the Bird’s Nest Stadium win the race against time.”

When spectators avidly watch sports results displayed on giant screens in the Beijing National Stadium – commonly known as the Bird’s Nest - few will know that what they are seeing depends on a Volition structured cabling system provided by 3M, the diversified technology company.

Technology built for business





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Supporting voice and other data communications too, this robust system comprises some 3000 lines and 6000 connections. Moreover, the design of the 3M product range was essential to completing the Bird's Nest's networking on schedule, despite a tough deadline.

Golden Huang, a senior marketing analyst with 3M in China and closely involved in the project, takes up the story: “I believe we were chosen for four reasons. First, we had already completed successful projects with the Chinese government. Second, we were able to provide a very comprehensive support service, from system design through to testing. Third, product quality: in its appointment of 3M, the National Stadium Company Ltd – responsible for the Bird's Nest construction project said, “3M cabling products have reliable quality and advanced technology.”

“Fourth and very importantly, the ease with which our 3M products – particularly our RJ45 jacks – can be installed meant that the installation time was drastically reduced, so the project could still be completed on schedule, despite the tight deadline.”

As soon as 3M was awarded the project, there was no time to lose: the entire cabling system had to be designed, installed in tested in less than three months. Says Golden, “Reliability rather than high speed communications was the priority when we were designing the system, so we provided a design based on a fibre backbone and 1Gb Category 6 copper cabling to connect network devices.” The exceptions are the two large screens located at the North and South entrances of the stadium, displaying results of each sports event, which are connected using high speed fibre.

As well data communications, the cabling systems also supports voice services and redundant paths were built into all parts of the network, to provide a back-up plan should any problems occur.

Part of 3M's role was to train the Bird's Nest's in-house engineering team to install and maintain the structured cabling system for themselves. This was made simpler by the fact that the 3M jacks are designed for easy and consistent quality of installation. Moreover, the ‘tool-less’ design means that more connections can be completed within the same time period compared to other types of jack. When thousands of connections are involved, this time-saving makes a major contribution. Golden Huang adds, “The dust-proof shutter on the jack prevents risk of contamination, which is an important considering when working on a construction site.”

Despite the product's time-saving design, the clock was still against everyone involved, so the local 3M team found themselves working 24-hour shifts at the stadium, often in icy cold and dark conditions. The system was ready in time for the opening ceremony of the 2008 Olympics and everyone's efforts were rewarded when the National Stadium Team, gave 3M an award for its ‘outstanding contribution.

Several years later, the cabling system is still working hard to support the iconic Bird's Nest Stadium, now available for hire for sports and other events. Concludes Golden Huang, “With 3M Volition, we can provide the best of two worlds: fast installation and excellent long term reliability. It's a winning combination.”

**3M**

**3M Telecommunications**  
**3M United Kingdom PLC**  
3M Centre  
Cain Road  
Bracknell  
Berkshire RG12 8HT

**3M Customer Contact Centre**  
3M Telecommunications  
3M United Kingdom PLC  
Tel: 0870 609 4639  
Email: 3Melectrouk@mmm.com  
www.3M.co.uk/telecommunications  
www.3M.co.uk/Cat6a

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