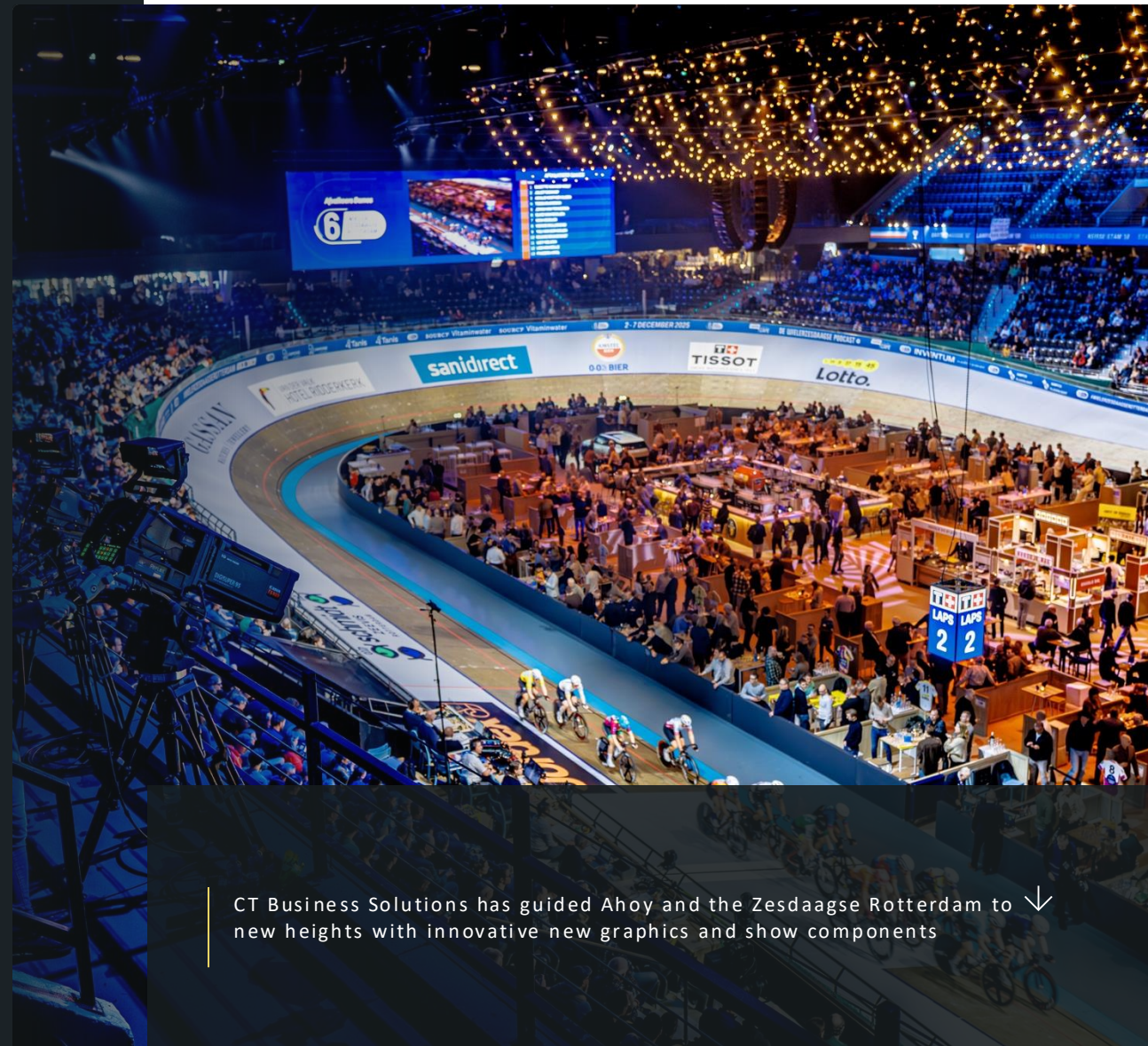


SERVICES REPORT

Zesdaagse 2024

Custom graphics and show
running software



CT Business Solutions has guided Ahoy and the Zesdaagse Rotterdam to new heights with innovative new graphics and show components ↓

PROJECT GOAL

The WielerZesdaagse of Rotterdam recently went through a rebrand, which meant that all existing graphics had to be redone. At Creative Technology, we saw this as an opportunity to innovate and integrated a new level of automation and show control.



SOLUTION

Dynamic graphics, data-driven switching and increased flexibility

Over the course of 4 weeks the Business Solutions team has collaborated together with the marketing team of Ahoy, various data vendors and our own technical team to realize a flexible, extendible software and graphics package, able to control graphics from anywhere around the venue.

We introduced cue-based switching, being able to switch all screens across the venue and broadcast to pre-defined compositions, this allowed show builders and operators to efficiently build exactly the show they envisioned.

Over 40 dynamic graphics were designed and built with scaling in mind, extending the already existing graphics kit of various videos and static files. It's easy to integrate new graphics in the future and the graphics will scale to resolutions up to 8K.



EXTENDED SERVICES

Innovation beyond displays and LED

Creative Technology Business Solutions completes a package of services with bespoke software solutions, complimenting our LED and display technology with interactive, engaging content. Not only to provide the best experience for the visitor but also for operators and other suppliers.

Software development allows us to go beyond what is considered possible in the audiovisual market and push projects to a different level.



DELIVERABLES

01 Control software

To choose which graphic to show, where and when, we designed a control interface from the ground up, taking our shared experience of show building, execution and software design to create a highly efficient, productive control surface.

03 Seamless integration

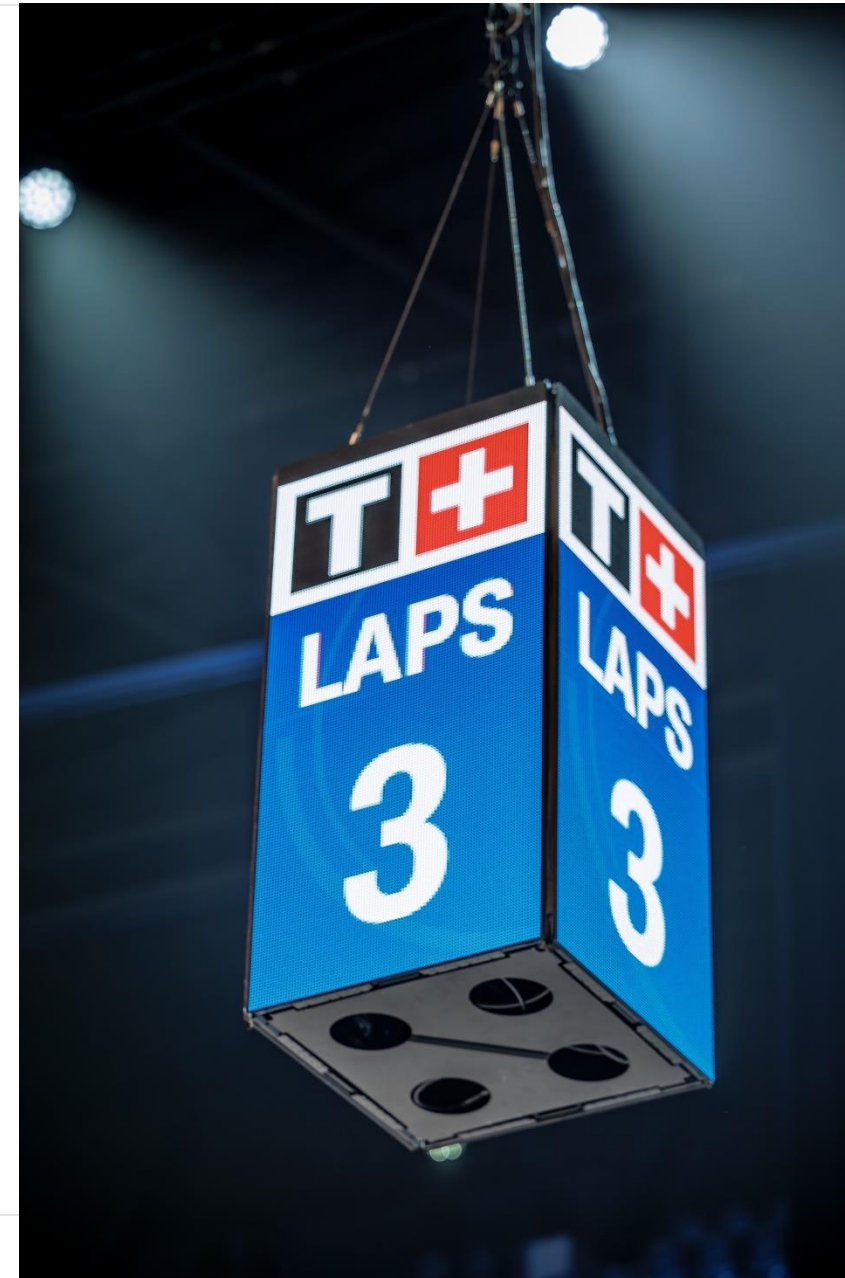
Sporting events have a ton of complex data associated with them. We integrated seamlessly with various data vendors, like the Aeropro team for health and power visualizations and the KNWU for real-time scoring data.

02 Graphics package

Each graphic was carefully crafted to be fully brand compliant, animated perfectly on all kinds of outputs and respecting not just the brand, its partners but also the visitors experience from various locations in the venue.

04 Advanced automation

Fan engagement is everything these days and we know this. We built automation tooling enabling a user to press a button to trigger graphical activities, as well as automated switching of graphics based on data, which allowed the broadcast to take another step of professionalization.





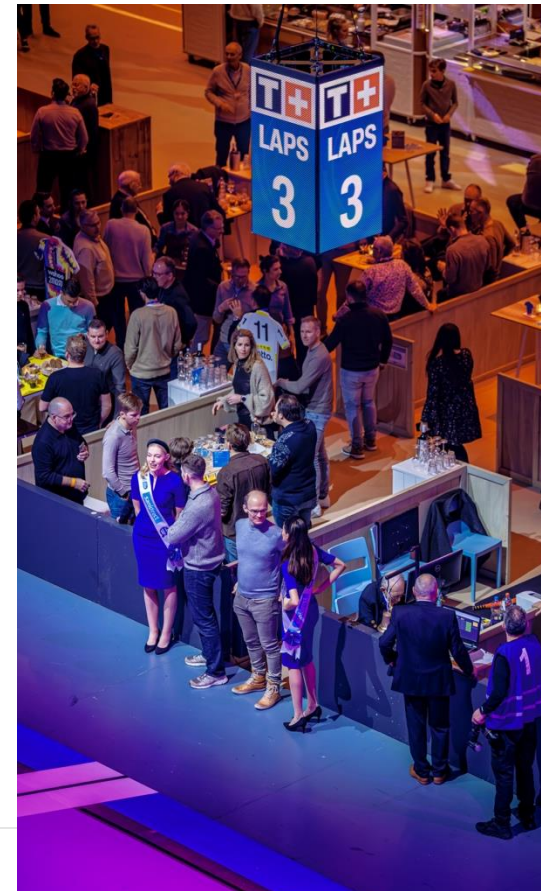


GOING BEYOND AV

Control graphics, by anyone, from anywhere

In sports things like lap or timing indicators are vital to the sport, at CT we understand this. For the track cycling at the WielerZesdaagse we realized this needed to be clearly visible to both the audience and the athletes.

We designed a very easy to use interface that KNWU officials could operate track side, visualizing minutes, laps, special activities and more to the athletes and audience in an elevated custom LED screen.





JORDEX KOPPELAFVALKOERS

POS	TEAM
1	VAN SCHIP - HAVIK
2	ZIJLAARD - KLUGE
3	MØRKØV - AAGAARD HANSEN
5	KREDER - BRITTON
7	DE VYLDER - VAN DEN BOSSCHE
8	SCHAPER - WESTBROEK
9	EEFING - VAN DEN HAUTE
11	GHYS - VANDENBRANDEN
12	HOPPEZAK - HEIJNEN
13	KOKAS - AUGENSTEIN
11	4 REINHARDT - RUEGG
12	6 DILLIER - MOORE
13	10

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BROADCAST INTEGRATIONS

Television without headaches

A major challenge with broadcasting sporting events is how to translate the in-venue experience to an audience elsewhere. It introduces challenges like understandable graphics without a lot of context yet staying true to the sport.

We developed custom scoreboards, titles and more based on years of experience with sporting shows and elevated the show without adding headaches for operators as most of it was fully automated.





MINUTES
44

MAN IN SUIT AND TIE
Gesturing towards the track

CODIREX EXPEDITIE B.V.

Provalo
Techniek B.V.

Provalo
Techniek B.V.

GPN
Advisgroep

GPN
Advisgroep

2-7 DECEMBER 2025

6
WIELER
ZESDAAGSE
ROTTERDAM



QUALITY OVER QUANTITY

Each graphic has been carefully designed, tested and quality controlled

Our software and av engineers worked around the clock to make sure that each graphic felt complete. Animation speeds, motion graphics, integrations between various screens, how it all felt together, we built graphics we ourselves would enjoy watching.

In the end over **40 unique graphics** were developed, all running across narrowcasting screens, big LED screens, broadcast and custom elements like the track-side screens.



Axiopro
LIVE DATA

km/h

bpm

watt

FABIO VAN DEN BOSSCHE 55.0 167 169

JAN WILLEM VAN SCHIP 50.5 170

VINCENT HOPPEZAK 53.9 156



JORDEX KOPPELAFVALKOERS

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10	9 EEFING - VAN DEN HAUTE
11	4 REINHARDT - RÜEGG
12	6 DILLIER - MOORE
13	10 VAN SCHAİK - MORA

RIJNMOND
TV RADIO ONLINE

RIJNMOND
TV RADIO ONLINE

Tanis

Tanis

6

SOURCY Vitaminwater

SOURCY Vitaminwater

6
WIELER
FESTIVAL
ROTTERDAM

2-7 DECEMBER

LK
IDDERKERK



sanidirect



0.0% ALC. BIER



NIEKE
DULLEMOND



AFVALKERS DATES

1	BARBETTE VAN DER WOLF
2	ALICE EDWARDS
3	ANALIE WINTERHAGEN
4	JOHANNA VAN HOUTEN
5	ELINE VAN ROOIJEN
6	WIMMEKE
7	VALERIE VAN HOUTEN
8	LUCY HEDDERLEY
9	LISA VAN HOUTEN
10	PRISCILLA BONGERS
11	WIMMEKE DULLEMOND
12	TEUNIS SCHIMMEL
13	MAARTJE SCHIMMEL



sanidirect

TISSOT
SWISS WATCHES SINCE 1853

Lotto

TISSOT
LAPS 2
TISSOT
LAPS 2

WINTERNAK
HOTEL RIDDERKERK

WIELERZESMAAGSE ROTTERDAM

WIELERZESMAAGSE ROTTERDAM

KNIP

SIGHTLINE PRODUCTIONS

SIGHTLINE PRODUCTIONS

SIGHTLINE PRODUCTIONS

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SIGHTLINE PRODUCTIONS

SIGHTLINE PRODUCTIONS

SIGHTLINE PRODUCTIONS



Pursuit Round 6	
6	WIELERZESDAAGSE ROTTERDAM
PARTICIPANTS DATES FINALE	
1	CHAD WELLS
2	ANDREW DAVIES
3	ANDREW DAVIES
4	ANDREW DAVIES
5	ANDREW DAVIES
6	ANDREW DAVIES
7	ANDREW DAVIES
8	ANDREW DAVIES
9	ANDREW DAVIES
10	ANDREW DAVIES
11	ANDREW DAVIES
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18	ANDREW DAVIES
19	ANDREW DAVIES
20	ANDREW DAVIES

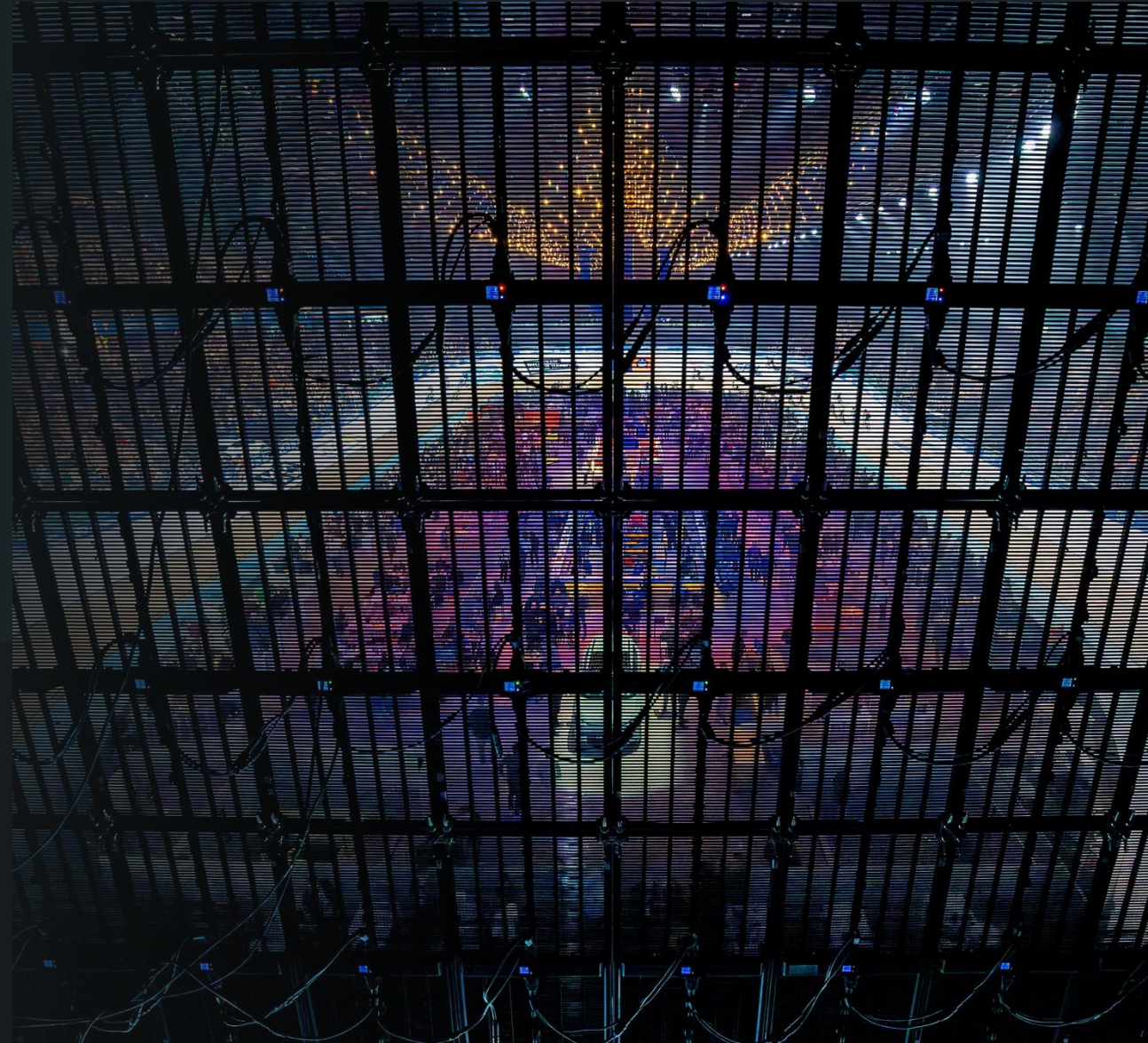
Provato Technik B.V. GPN 2-7 DECEMBER 2025 sanidirect GASSAN WATCHES | JEWELLERY VAN DER VALK HOTEL RIDDERKERK



Do you want to see what we can do for you?

Let's talk!

THE SKY IS THE LIMIT!
REACH OUT TO YOUR SALES REPRESENTATIVE



WWW.CT-GROUP.COM

Creative Technology Headoffice
De Wissel 3a
9076 PT Sint Annaparochie NL

Creative Technology Naarden
Bastion Promers (building)
Adriaan Dortsmanplein 3
1411 RC Naarden

Creative Technology Beurs van Berlage
Het Damrak 335 (room 29)
1012 ZJ Amsterdam NL

Creative Technology GmbH München
Am Nordring 26
80807 München

Creative Technology Oud Gastel
Argon 21a
4751 XC Oud Gastel NL

Creative Technology GmbH Stuttgart
Kelterstraße 69
73265 Dettingen/Teck

Creative Technology Belgium
Brugsesteenweg 57C bus 0002
8450 Bredene BE

Creative Technology USA
7635 Airport Business Parkway
Van Nuys, CA 91406

