CREATIVE TECHNOLOGY

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 Soutions 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.

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.

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.

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.

sanidirect
2-7 DECEMBER 2025
DOE MEE MET HET WIELERZESDAAGSE KANSSPEL
00:00:00
15
Laps

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 EEFTING - VAN DEN HAUTE
11 GHYS - VANDENBRANDEN
12 HOPPEZAK - HEIJNEN
13 KOKAS - AUGENSTEIN
11 4 REINHARDT - RÜEGG
12 6 DILLIER - MOORE
JORDEX KOPPELAFVALKOERS
POS TEAM
1 VAN SCHIP - HAVIK
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8 SCHAPER - WESTBROEK
9 EEFTING - VAN DEN HAUTE
11 GHYS - VANDENBRANDEN
12 HOPPEZAK - HEIJNEN
13 KOKAS - AUGENSTEIN
4 REINHARDT - RÜEGG
DILLIER - MOORE
#WIELERZESDAAGSEROTTERDAM
SLIPPENS-STAM '05-06
CLARK-DOYLE '88
CLARK-BINCOLETTO '87
CLARK-MOSER '86
PIJNEN-CLARK '85
PIJNEN-FREULER '84
PIJNEN-SERCU '82-'83
ALLAN-CLARK '81
PIJNEN-EAAS '80
FRITZ-SERCU '73

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
CODIREX EXPEDITIE B.V.
Provalo Techniek B.V.
Provalo Techniek B.V.
AGPN Adviesgroep
AGPN Adviesgroep
2-7 DECEMBER 2025
6 WIELER ZESDAAGSE ROTTERDAM
PIJNENBURG-WALS '36
BUYSSE-BILLIET '37
POST-SERCU '68

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.

AeroPro 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
POS TEAM
1 VAN SCHIP - HAVIK
3 MØRKØV - AAGAARD HANSEN
7 DE VYLDER - VAN DEN BOSSCHE
12 HOPPEZAK - HELJNEN
5 2 ZIJLAARD - KLUGE
6 11 GHYS - VANDENBRANDEN
7 13 KOKAS - AUGENSTEIN
8 5 KREDER - BRITTON
9 8 SCHAPER - WESTBROEK
10 9 EEFTING - VAN DEN HAUTE
11 4 REINHARDT - RÜEGG
12 6 DILLIER - MOORE
13 10 VAN SCHAIK - MORA
RIJNMOND TV RADIO ONLINE
RIJNMOND TV RADIO ONLINE
Tanis
Tanis
SOURCY Vitaminwater
SOURCY Vitaminwater
6 WIELER ZEEDAADSE ROTTERDAM
2 - 7 DECEME
LK
IDDERKERK
sanidirect
AMSTEL BIER
0.0% ALC. BIER

NIENKE DULLEMOND
AFVALKOERS DAMES
1 BABETTE VAN DER WOLF
2 JULIET ECKHOF
3 AMALIE WINTHER OLSEN
5 JENNA VAN TONGEREN
6 ELINE VAN ROOIJEN
7 NINA KESSLER
9 YULI VAN DER MOLEN
11 LUCY WILSON
12 LISA VAN BELLE
13 PHAEDRA KNOL
NIENKE DULLEMOND
TESSA DIJKSMAN
MAAIKE BRANDWAGT
LAPS 2
LAPS 2
sanidirect
TISSOT
Lotto.
INVENTUM
DE WIELERZESDAAGSE PODCAST
#WIELERZESDAAGSEROTTERDAM
2-7 DECEMBER 2025

2-7 DECEMBER 2025
GASSAN
WATCHES | JEWELLERY
VAN DER VALK
HOTEL RIDDERKERK
sanidirect
Jordex
schmidt
#WIELERZESDAAGSEROTTERDAM

TISSOT
Lotto.
sanidirect
De Beer
AMSTEL BIER
HOUCON
ASSA ABLOY
ROTTERDAM. MAKE IT HAPPEN.
Jordex
LAPS
20
20

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

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