



Industry: Sport and Stadia

Radio Links, a Brentwood Communications Group company has been the **Public Address Partner of the Ryder Cup** for more than four decades.

Our commitment continued at the 2023 Ryder Cup held in Rome, where we delivered comprehensive **public address systems** covering the entire venue, facilitated live TV interviews, and ensured seamless television broadcast distribution worldwide.

We also provided **radio communications** throughout the site and across Rome which included the use of traditional digital radios as well as IDARO Smart Radios which transmitted over 4G and wifi, to provide reliable communications without any limits on range.

Over eight months in the making, our team of Engineers began setting up the radio communication and public address systems many months before the 2023 Ryder Cup. Prior to, during and following the Ryder Cup, our team of experienced engineers worked long hours onsite in Rome to ensure the public address systems and radio communications worked seamlessly.

Public Address Systems

We provided all audio for the interviews and TV stations which broadcast to a total of 201 countries around the world, with the potential audience reach of 623 million households.





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We also equipped partner suites with public address systems, enabling them to conduct interviews between matches and enjoy background music.

Additionally, cutting-edge public address sound systems were installed, utilizing the latest technology and networking to distribute emergency announcements and music throughout the entire site. This encompassed multiple DJ stages, public catering and hospitality areas, the main shop, and the central village.

Traditional Radio Communications

The 1,400 digital radios hired to the Ryder Cup (which included Hytera HP685, HP505 and PD665 DMR radios) provided secure encrypted communications for the Europe and USA teams, which included marshals, volunteers as well as the Team Captains and Vice Captains

Radio Communications over 4G

The 50 IDARO smart radios which transmitted over 4G and wifi, provided the Emergency Team, Control Room and Transportation Teams with classic push to-talk radio communication, without being constrained by range limitations.

The IDARO solution included the use of Hytera PNC380 Smart Radios. This innovative radio solution, which provides radio communication to teams regardless of their location, played a crucial role in transporting the crew throughout the Ryder Cup and the GPS tracking feature made it possible for Control Rooms to see where people or vehicles are. The longer range also enabled communications to buses and hotels across Rome, which would not have been possible with traditional radio communications.

Equipment Provided at the Ryder Cup:

- 45 Speakers
- 8 Mixing desks
- 14 Microphones
- 8 Amplifiers
- 50 IDARO 4G Smart radios
- 1,400 Digital radios
- 40 Repeater channels
- Antennas
- Combiners
- Frequency management

