

CASE STUDY: SETTING UP FIFA'S NEW OFFICE FOR WORLD CUP 2026 IN TORONTO, CANADA



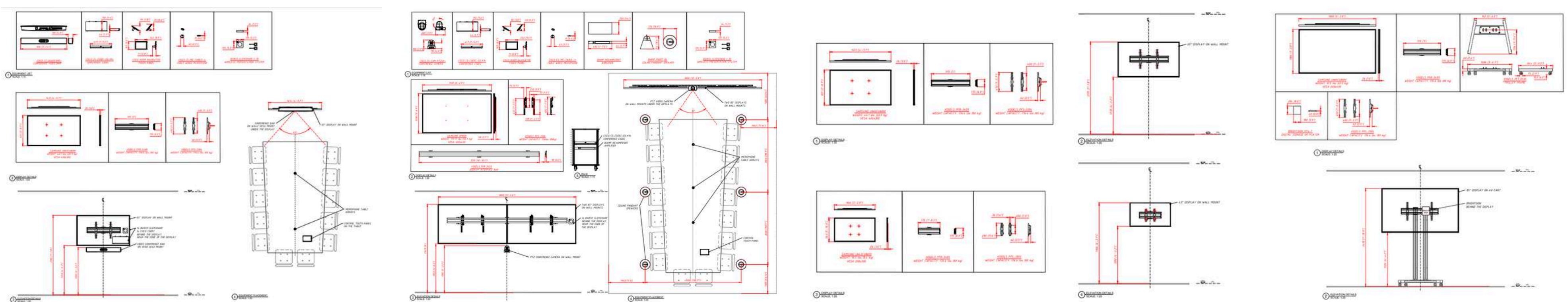
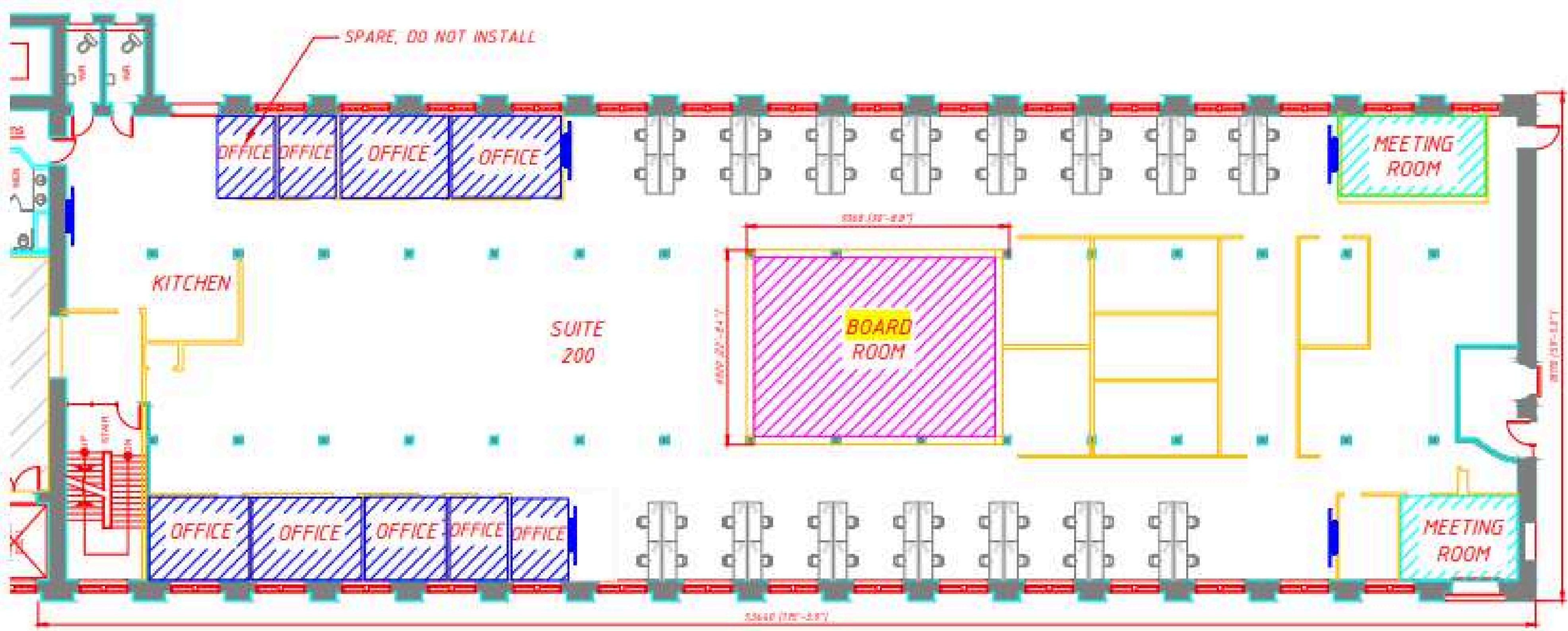
ABOUT FWC26 CANADA FOOTBALL LTD

FWC26 Canada Football Ltd. is a FIFA-owned company set up to manage everything related to hosting the FIFA World Cup 2026™ in Canada. It oversees operations in host cities like Toronto and Vancouver—from infrastructure and logistics to security and local partnerships.

In 2024, the company opened a new office in Toronto to better coordinate tournament preparations. To support its growing team and daily operations, DEKOM delivered a modern AV setup as part of FIFA's wider strategy to strengthen its presence across North America.

CLIENT REQUEST

In 2024, FIFA opened a new office in Toronto as part of its North American expansion ahead of the 2026 World Cup. Following similar projects in Miami and Mexico City, the goal was to implement a unified AV and conferencing system to support seamless collaboration and communication. FIFA needed reliable, user-friendly solutions for boardrooms, meeting rooms, and offices—fully compatible with platforms like Webex and Teams. The system had to be discreet, scalable, and meet FIFA’s global standards for quality and performance.



The schematics show DEKOM’s full AV and IT layout for FWC26 Canada Football Ltd, detailing room configurations, signal flow, equipment placement, and cabling.

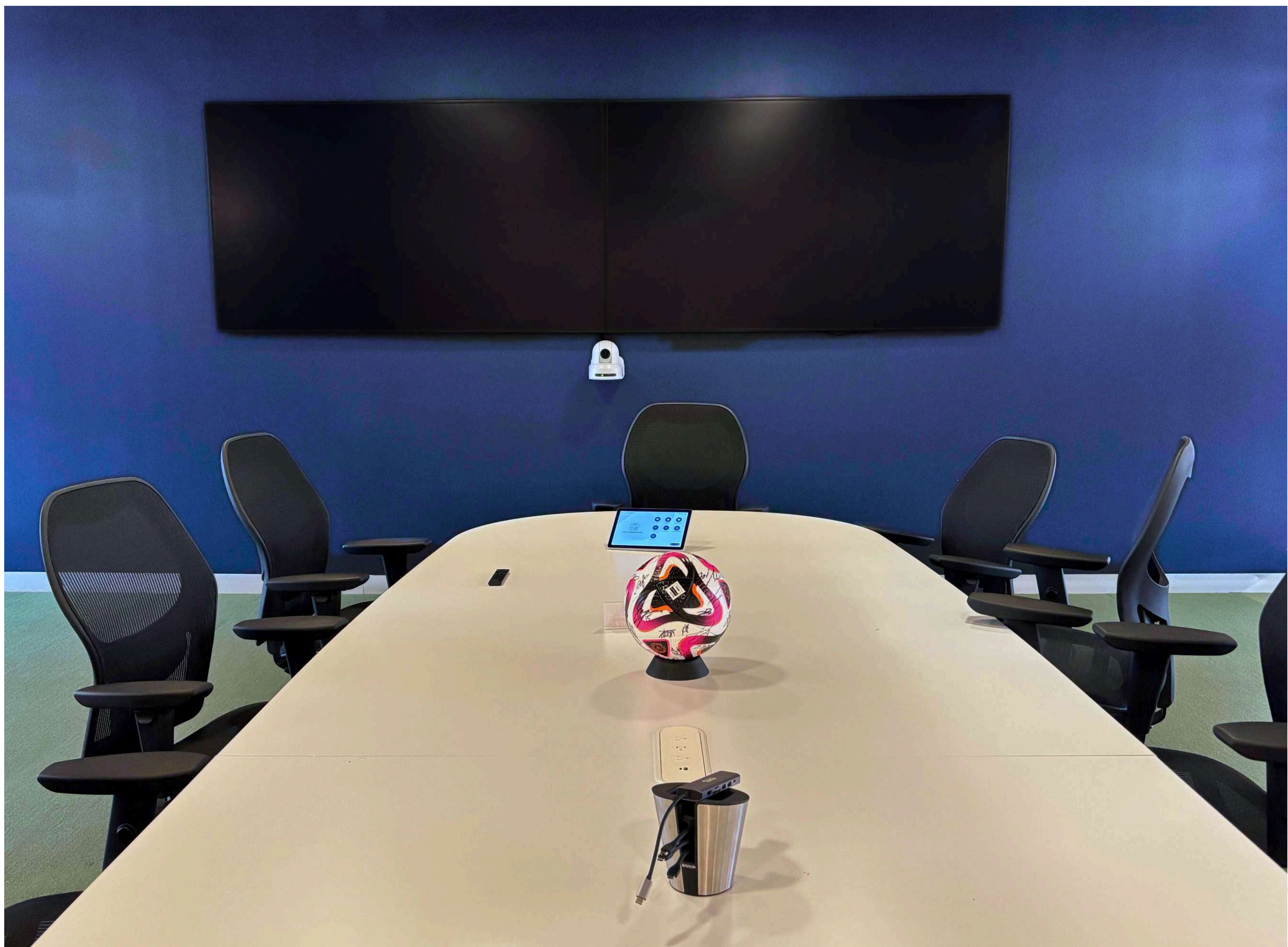
COLLABORATION PROCESS

1. Technical planning and system design
2. Hardware procurement and logistics
3. Installation of displays, speakers, cameras, and control panels
4. Configuration and integration of the AV infrastructure
5. Testing and training of FIFA’s team for daily use

IMPLEMENTATION BY DEKOM

✓ Boardroom

In the boardroom, DEKOM delivered a fully integrated AV system that meets the demands of high-level meetings and global communications.



- The room was equipped with two large-format professional displays from Samsung, providing an expansive visual surface for presentations and video calls.
- A Cisco video conferencing system, including a high-resolution camera and codec, was installed to ensure seamless interaction with global offices.
- Audio throughout the room is managed by Biamp's ceiling-mounted speakers and amplifier, offering even sound distribution and clarity.
- A Cisco touch panel gives users intuitive control over all AV functions, while Kramer infrastructure enables HDBaseT transmission for clean signal routing and a clutter-free environment.

This configuration ensures reliability, simplicity, and a highly professional experience for FIFA leadership.

IMPLEMENTATION BY DEKOM

✓ Meeting Rooms

The two meeting rooms were designed for medium-sized gatherings and hybrid collaboration.

- Each room features a wall-mounted Samsung display, paired with an all-in-one conferencing solution from Cisco.
- These systems integrate smart cameras and video codecs, enabling high-quality calls and automated framing.
- Cisco's table microphones, extended with specialized cabling, ensure full audio coverage across the entire table.
- For convenience, each room includes a Cisco control panel, allowing quick access to call and presentation functions.
- Wireless presentation capabilities are enabled through Barco systems, which eliminate the need for physical connections.



The entire infrastructure—audio, video, power, control, and network—is neatly built into the room layout, providing both functionality and aesthetics.

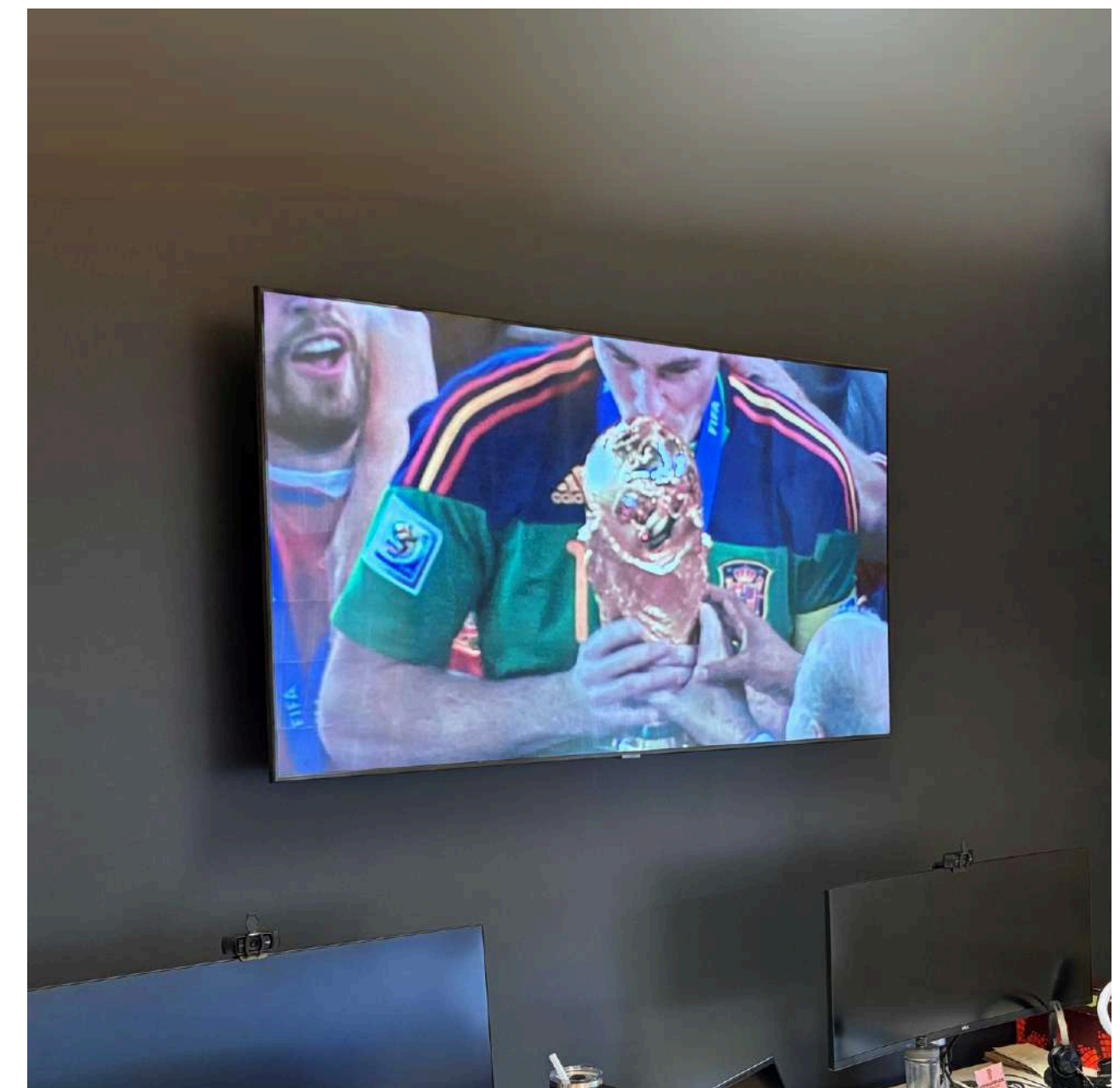
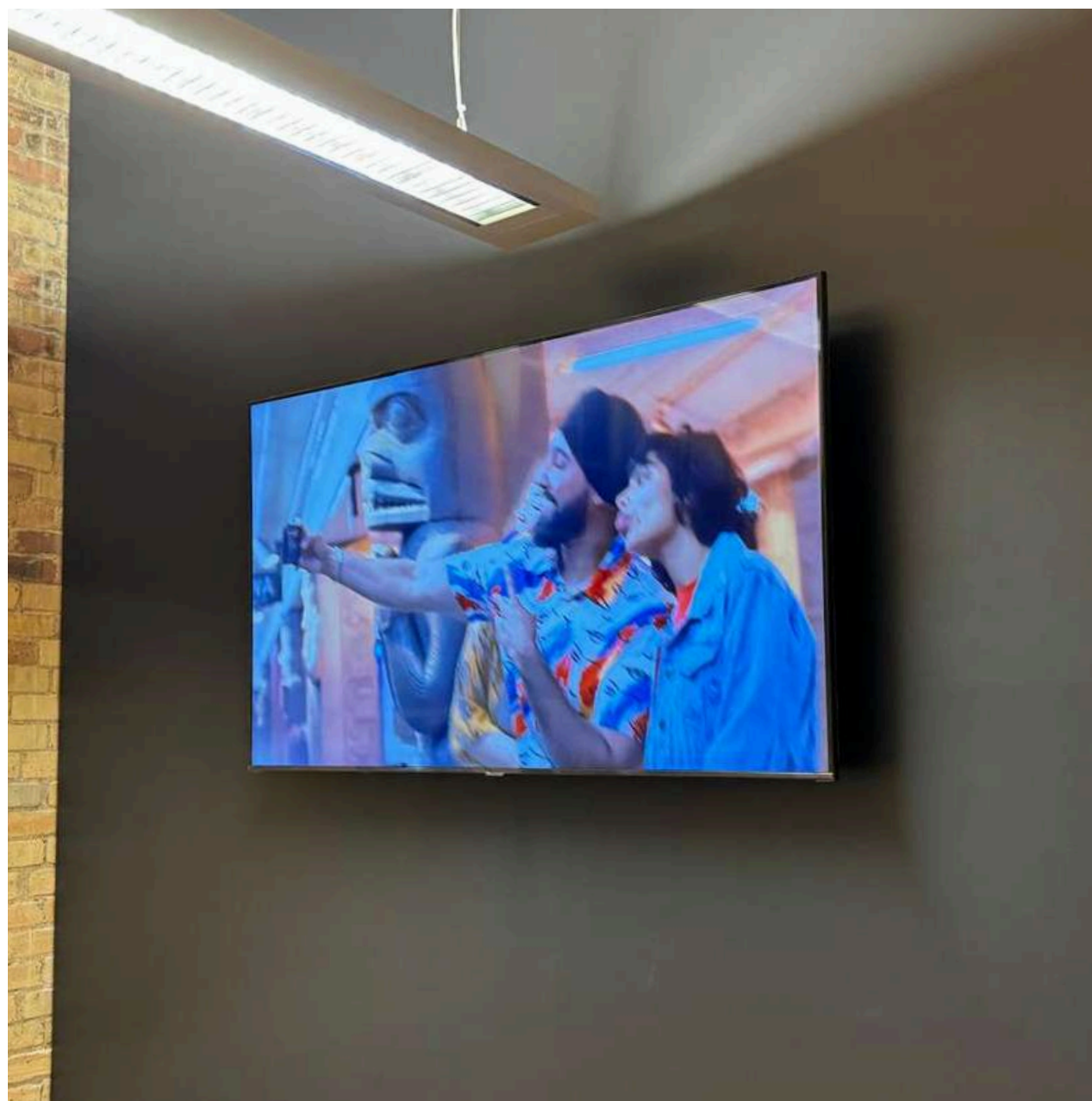


IMPLEMENTATION BY DEKOM

✓ Executive Offices

The executive offices were outfitted with professional displays from Samsung to support one-on-one calls, team check-ins, or ad-hoc presentations. BrightSign digital signage players were also integrated into select offices, allowing internal communications or branded content to be displayed as needed.

Users can connect their devices directly via HDMI and access power conveniently at each desk. All cabling and devices are discreetly installed to maintain a clean, executive appearance, while preserving full AV functionality.



✓ Digital Signage Areas

Finally, the digital signage zones, located throughout the office, were designed to enhance internal communication and visitor engagement.

Each area features a large Samsung display mounted on a mobile stand, providing flexible placement for events or routine announcements. These are paired with BrightSign media players to manage and display dynamic content, such as welcome messages, organizational news, or branding visuals.

Each unit is fully networked and powered for easy relocation and quick deployment across the workspace.



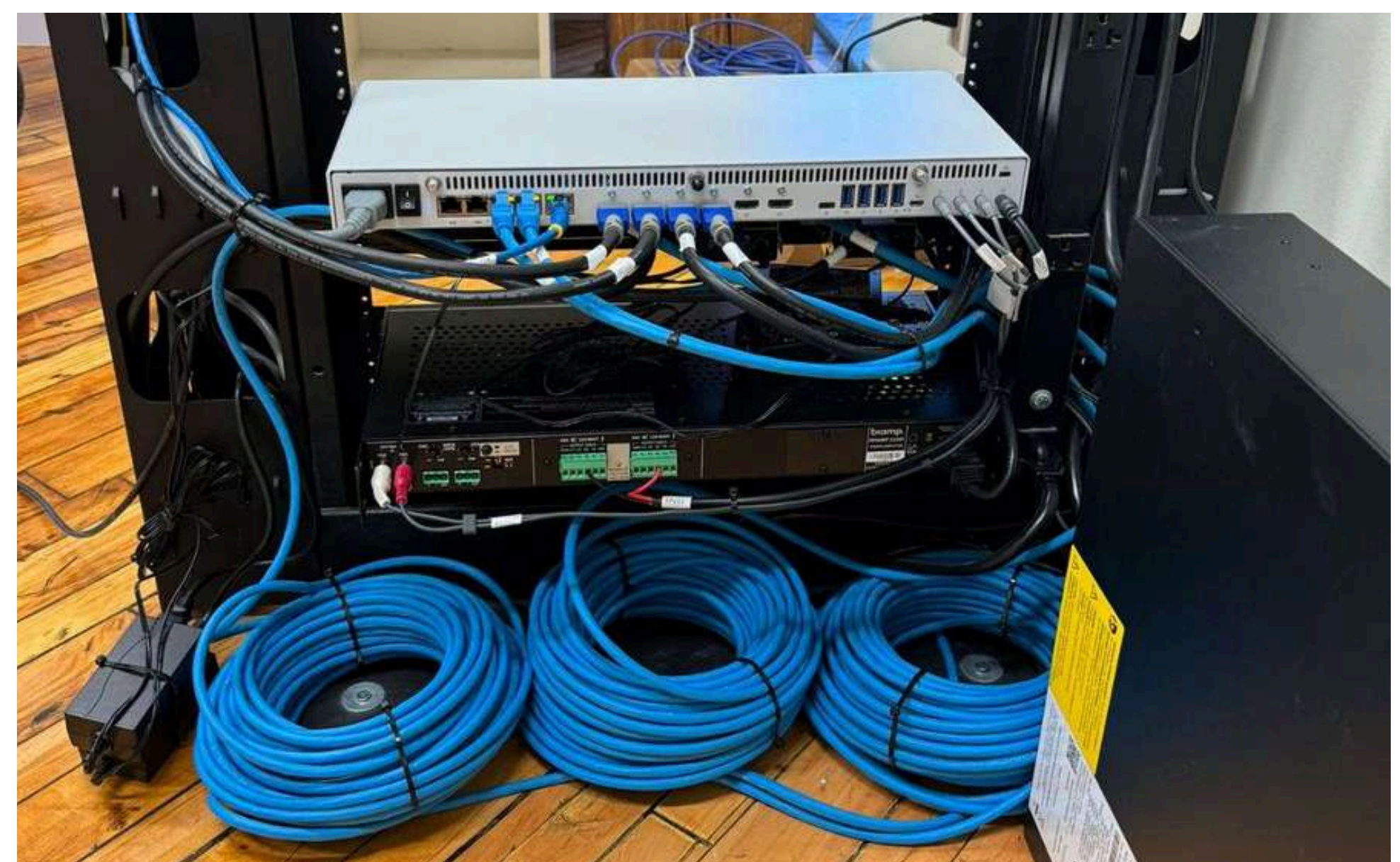
IMPLEMENTATION BY DEKOM

✓ System Architecture & Connectivity

The AV infrastructure in FIFA's Toronto office was built on a structured HDBaseT backbone, allowing uncompressed video, audio, control signals, and power to be transmitted over single category cables. This ensured minimal cable clutter, long-distance signal integrity, and simplified maintenance across all rooms.

Kramer transmitters and receivers enabled stable HDMI distribution between sources and displays, while all control components—such as Cisco touch panels and microphones—were connected via RJ45 to central conferencing systems. Audio routing was handled through balanced and mini-jack connectors, with Biamp amplification ensuring even and powerful sound distribution.

Each AV zone was supported by clearly labeled CATx patching, dedicated LAN integration for content and device management, and protected power lines. BrightSign digital signage players and wireless presentation systems were integrated seamlessly into this architecture, allowing centralized control and future scalability without infrastructure changes.



RESULTS AND IMPROVEMENTS FOR FWC26 CANADA FOOTBALL LTD

- ✓ Unified AV infrastructure ensured a consistent, high-performance experience across all rooms in the office.
- ✓ Improved work efficiency through seamless Cisco conferencing, wireless presentations, and intuitive controls.
- ✓ Enhanced collaboration enabled by reliable cross-platform communication via Webex and Microsoft Teams.
- ✓ Clean and professional aesthetic achieved through HDBaseT architecture and fully concealed cabling.
- ✓ Minimal technical overhead thanks to pre-configured, user-friendly systems that reduced IT involvement.
- ✓ Scalable and future-ready setup with modular design and structured cabling prepared for expansion.



A leader in AV & IT integration with 25+ years of experience and 10k+ clients worldwide!

25+

Years of expertise

10k+

Clients

250+

Partners

150+

Certifications

15

Offices worldwide

280+

Employees

We are valued for

Global expertise

Comprehensive solutions

Individual approach

Certified partnerships

Independence from manufacturers

Proactive support

Our Solutions

- Audiovisual solutions
- Video conferencing
- Displays & video walls
- Office automation
- IT infrastructure
- Technical support & service

Our Services

- Consulting
- Design & planning
- Procurement & logistics
- Installation
- Team training
- Service & support

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