



AV SOLUTIONS | SPORT

Video & streaming for all varieties of stadium-based sports

THE CHALLENGE

At heart, sport is entertainment. And it is designed to be media friendly. For spectators within the venue and audiences around the world, live video production and recorded highlights are an essential part of following a team.

The challenge for clubs, teams and organizing bodies is to produce and share video footage that is professional enough to rival the main broadcasters. Unless they overcome this hurdle (and at a realistic price), fans will not engage with their media output, and there will be limited commercial opportunity.

The requirement is not just for a quality production. It's also for a system that is easy to operate, and that can create hours of professional programming to truly complete with broadcast media. And this all has to be managed on a day to day basis without the advanced infrastructure, decades of experience and practical knowhow that TV companies can call on for every big match.

With today's technology, we can help you achieve all your goals, grow your fanbase and generate a new income.

THE SOLUTION

It is essential to identify equipment that is reliable, easy to install, simple to operate and produces first-rate results. With mature HD workflows and robotically controlled cameras, even minimal staff can create superb sports programming.



Panasonic's AW-HE40 PTZ camera has a 30x zoom and can follow quick moving sports



Blackmagic URSA Broadcast studio cameras are designed to be very easy to operate



With Teradek Bolt, cameras can go live pitchside for interviews without a single trailing wire



Telestream's Wirecast enables you to switch all your cameras, play back clips and add live titles

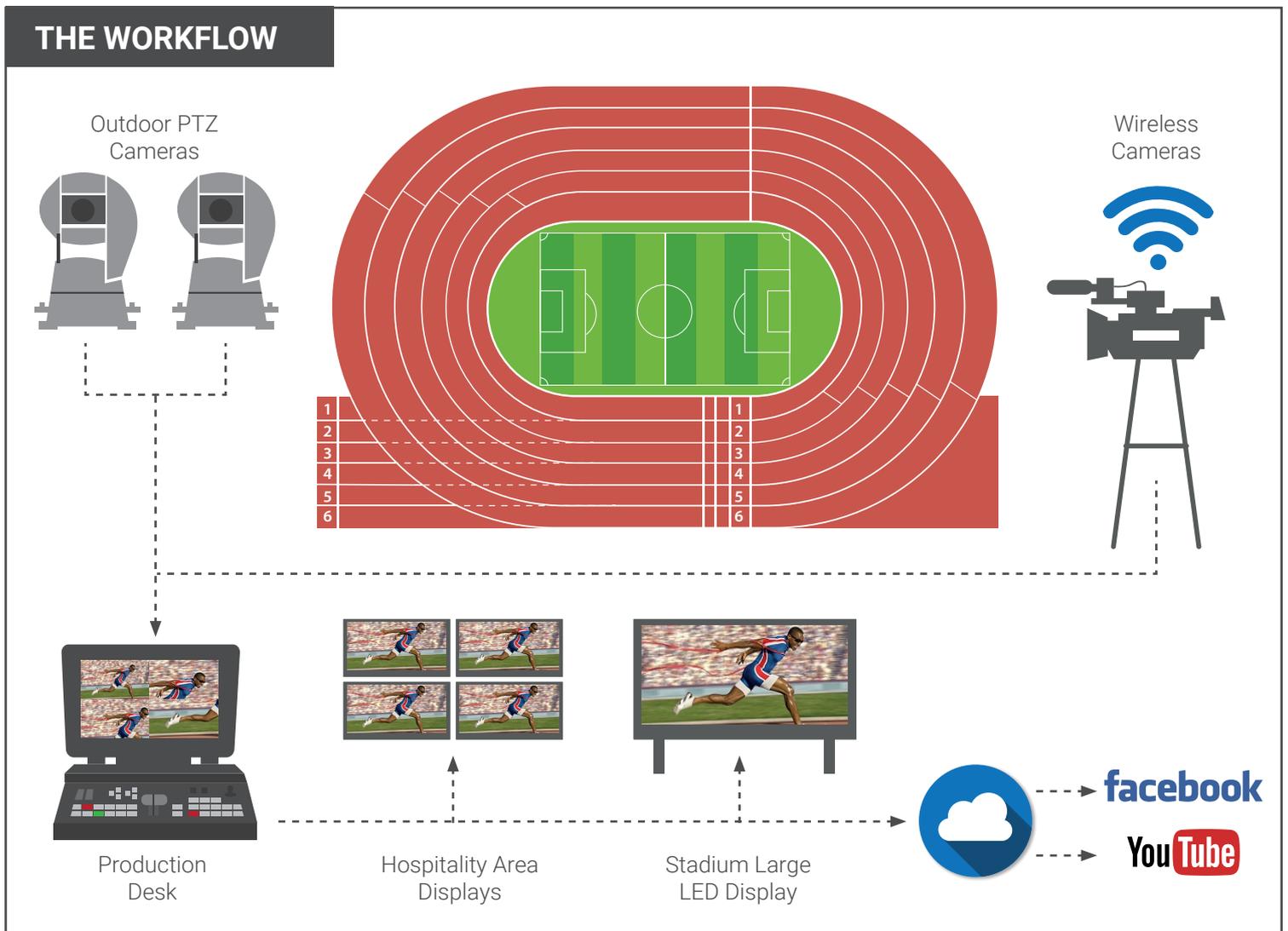


Manage and route up to 40 video inputs and outputs, to feed your IPTV system and venue screens



Light your own studio with high performance, cost-effective LED lights from LEDGO

THE WORKFLOW



THE INSTALLATION

Many clubs start with a studio to produce half-time programming, pre-match shows and exclusive footage for their website and social media. Stage 2 involves the positioning of pitch-side cameras for multi-angle live programming. Using a mix of robotic, fixed and traditional cameras, the installation is fast and unintrusive.

We can help resellers and integrators build portable production units giving the flexibility to produce from any space in the venue, or even from a production van on location.

THE OUTCOME

Whether clubs have the resources to employ experienced TV professionals or need to rely on the support of students or occasional workers, the results can rival broadcast-quality.

We have helped everyone from Premiership football teams to provincial sports clubs to produce great-looking highlights programmes and clips, live streamed matches and big screen entertainment. The result is greater fan engagement and loyalty, greater club revenue potential and enhanced sponsor satisfaction.



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