



HAWK-EYE
INNOVATIONS



SMART Stadium



hawkeyeinnovations.com | pulselive.com

SMART Stadium

Up until now, accessing live broadcast feeds within the stadium for the multiple stakeholders who need access to this content has been complicated. Hawk-Eye's SMART Replay technology simplifies the work flow significantly by recording all camera feeds once and making them available via an IP infrastructure on site, enabling:

- Stadium managers to manage content and enhance the fan experience
- Team coaches to analyse team & player performance
- Team doctors to assess and diagnose injuries in real time

Why SMART Stadium

COST

Significantly reducing both cost of hardware and network requirements

COACHING

Providing vision that can be used to assess and improve player and team performance

PROMOTIONS

Enabling the integration of sponsor messages and in-stadia promotions across big screen and hospitality

FAN EXPERIENCE

Getting fans closer to the action and helping to tell the story

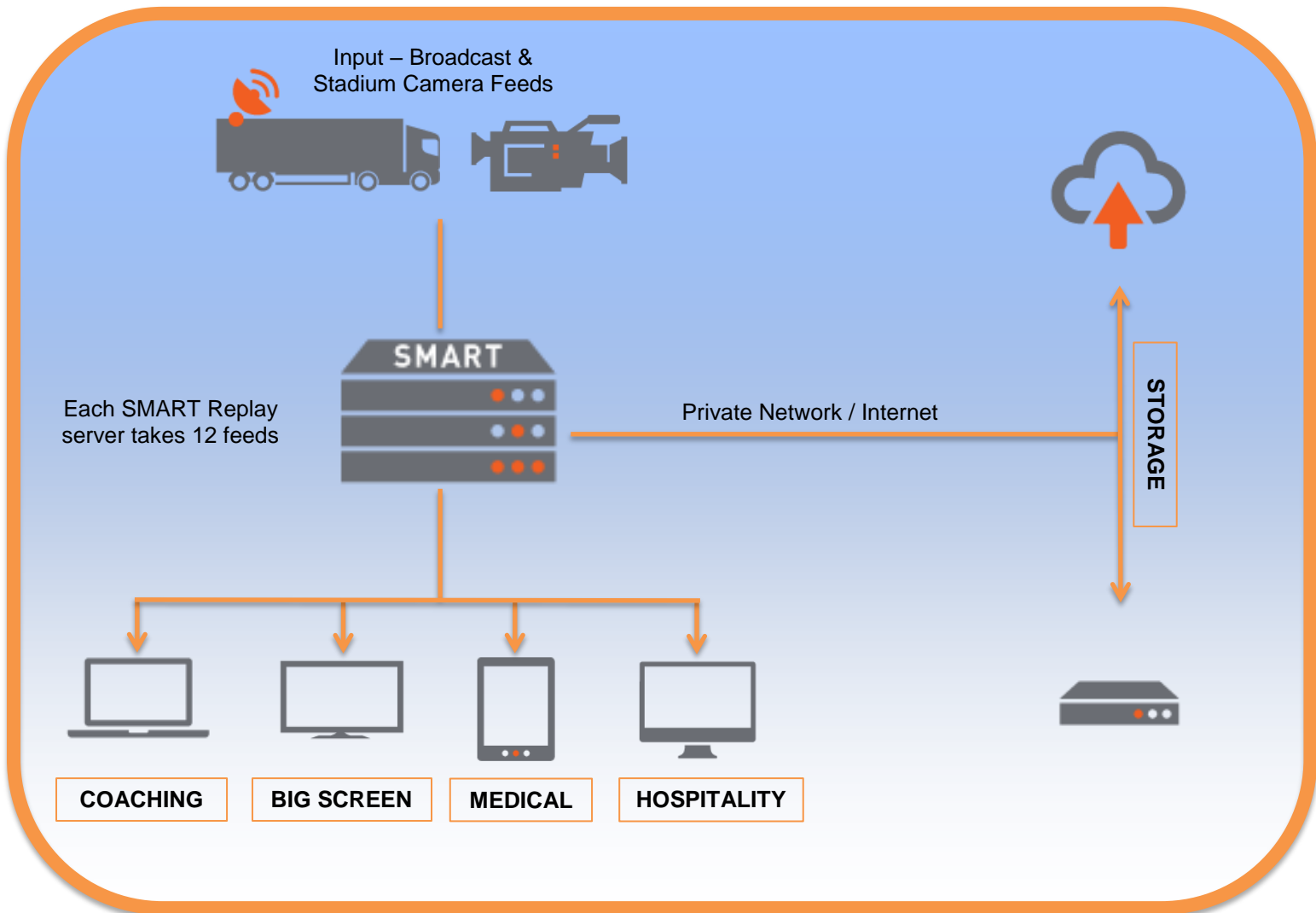
SCALABLE

Each server takes up to 12 feeds and can be seamlessly linked together to take as many camera feeds as are available

FLEXIBILITY

Servers can be housed in control room or in OB truck

How it works



SMART Replay servers

Each server ingests and records up to 12 HD SDI inputs in sync via fibre or coaxial cable connected to the broadcast truck.

Software

The SMART Replay software enables users to select as many camera angles as they want via a split screen and watch frame by frame in slow motion or use a digital zoom.

Recording & Archiving

All feeds are automatically recorded and archived. These feeds can be uploaded to the cloud or portable hard drive in multiple formats including MP4, MOV or AVI.

Access & Management

SMART Replay enables multiple clients to independently access the angles and view them without any interference between users.

Hospitality Suites

SMART Replay enhances the hospitality experience by making all camera angles immediately available, meaning corporate guest do not have to rely on the broadcast output to watch replays.

Key incidents from a match can be bookmarked centrally to generate real time highlights whilst guests can also select highlights, choose camera angles and use a digital zoom via an intuitive touch screen meaning they'



Big Screen

SMART Replay acts as a low cost switcher to control content across the big screens enabling operators to create replays and highlights packages from all camera angles, integrate sponsor messages and encourage fan interaction through social initiatives such as polling or competitions



SMART Vote

Hawk-Eye's SMART Vote takes a tried and tested approach to fan engagement and elevates it to the next level by using the big screen and vision processing cameras to automatically calculate results. SMART Vote provides an exciting in-venue sponsorship extension for brands that want to connect with crowds during natural breaks in play.



Coaching & Analysis

SMART Replay delivers vision of ALL broadcast angles and in-stadium cameras live via tablet, PC or desktop to video analyst. These feeds are all time stamped so can be fed into current coaching software or watched in situ via the SMART Replay viewer. Post-match, clips can be shared with players and all angles can be uploaded to the cloud or to USB's.



Medical

SMART Replay can make the game safer by delivering vision to team doctors on the touchline via tablet or PC or into the treatment room, allowing incidents (such as concussions) to be reviewed in real time. In addition clips can be bookmarked and clipped off to assess injury post event and to build up a catalogue of incidents for research purposes.





HAWK-EYE

INNOVATIONS

CONTACT

For more information, please contact us:
+44 (0) 1256 355011 | contactus@hawkeyeinnovations.com
www.hawkeyeinnovations.com