

## SUCCESS STORY



### Profile

In the ultra competitive world of professional sports, coaches are increasingly leveraging video analytics to better assess player mechanics. By analyzing their own players and/or scouting players on competing teams, coaches can make the necessary adjustments to improve individual and team performance, and capitalize on opponents' weaknesses.

TVTI Video Technologies Inc. is a leading provider of video analytics technology for Major League Baseball (MLB) and National Hockey League (NHL) teams, with clients that include the Boston Red Sox, New York Yankees and Pittsburgh Penguins. With nearly one hundred percent penetration in the MLB market and a fast growing presence in the NHL, TVTI has differentiated itself on the strength of its easy to use, end-to-end video analytics solutions and services. When it came time to upgrade its infrastructure to support HD video, TVTI implemented ViewCast's Osprey 700e HD video capture cards to ensure high performance, high resolution video processing and robust management flexibility.

### Industry

Broadcasting

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## ViewCast HD Video Capture Technology Powers TVTI's Video Analytics Solutions for Pro Sports Teams

### The Challenge

#### Upgrading to High Definition Video

TVTI offers a range of customizable video analytics solutions and services tailored for the professional athletics market, all of which are designed to provide coaches with quick, easy access to video clips. Clients have the option to implement onsite video systems or call on TVTI for remotely-managed video scouting services. For onsite implementations, a TVTI multi-angle video/data capture system enables a home team to simultaneously record, archive and playback up to four independent angles of video. The offsite TVTI video scouting service is managed from TVTI's Oregon headquarters, where every MLB and NHL game played on a given day is recorded, edited and indexed, and made available to clients.

In 2008, TVTI decided to upgrade both its onsite and remote system infrastructure to support HD content, so as to provide higher resolution video for its clients. Since the bandwidth and storage requirements associated with HD video production are much greater than with SD, TVTI needed a video capture platform that would not only ensure superior video resolution, but would also provide the high-throughput streaming and management flexibility required to enable TVTI and its clients to manage content with greater efficiency.

### The Solution

#### ViewCast Osprey® 700e HD Video Capture Cards

TVTI selected ViewCast's award-winning Osprey® 700e HD video capture cards to underpin its new HD video platform. Renowned for their performance, reliability and versatility, Osprey 700e HD cards enable advanced capabilities such as dual SD/HD support with seamless on-the-fly signal switching, and the ability to feed multiple encoders (RealVideo®, Windows Media®, Adobe® Flash® and MPEG-4) at the same time in any combination. The Osprey 700e HD card provides TVTI with the bandwidth required to deliver up to 1080i video resolution via a high-speed PCI Express® bus, and also features configurable archiving capabilities that help simplify post-processing workflows for TVTI's video scouting service.

"We've had great success with ViewCast Osprey video capture technology since standardizing on Osprey 200 series cards back in 2003, so when it came time to update our systems with HD capabilities, ViewCast Osprey 700e cards were the logical choice," said Mark Watson, founder of TVTI. "When you're working with HD, you don't want any surprises. Osprey 700e cards give us tight control over our video processing environment, providing the configuration and management flexibility that we need to drive cost and resource efficiencies across our systems."

### The Result

#### High Resolution Video, Enhanced Management Agility

TVTI has deployed numerous Osprey® 700e-equipped video/data capture systems into the field for use onsite at clients' home games, with great results. The New York Yankees are using a TVTI system to record and archive four angles of every pitch in HD. Using four Dell® Precision workstations equipped with Osprey 700e HD cards, the Yankees' video production team records approximately 300 pitches per game, yielding 1200 raw HD AVI files for each home game. The video files are later compressed, organized, and archived for rapid retrieval.

Back at TVTI headquarters, thirteen Osprey 700e-equipped Dell Precision workstations are employed to record MLB and NHL game feeds throughout the day. TVTI software tools are used to segment these feeds into individual 'event' files and synchronize these files with player-specific statistical data provided by third-party partners. The video is then distributed to clients, who will use it to analyze their competitors in the days preceding a game.

"TVTI clients rely on our technology to help them sharpen their competitive edge," said Watson. "Ultimately, the value that we provide to our clients begins at the video capture stage. With ViewCast Osprey 700e HD cards at the heart of our video systems, we're assured the superior performance and reliability that we need to satisfy our world champion clientele."