

SOLUTION BRIEF

SportsFACTORY

Fast-paced tools for game day Value-packed MAM for...ever

Capture the immediacy and intensity of sports events with fast, accurate tools for logging and highlight creation. Master the action of the game and the art of production within a MAM platform that unifies your production environment while providing a rich metadata framework that streamlines repurposing and monetization of content for broadcast and multi-platform distribution.



DALET

Dalet Sports Factory combines the powerful Media Asset Management of Dalet Enterprise Edition with proven sports tools from Dalet Brio technology to deliver a value-added, fully integrated sports production system.

Produce, manage, track and repurpose your sports media and metadata through its entire production cycle and in all its uses – during and well after the game.

Dalet Sports Logger & Dalet Hilites Espresso

During the game Dalet logging and highlight creation tools get the job done quickly and efficiently. Particularly suited to the rigors of multi-game, fast-paced “extreme” sports, Sports Factory can be configured to any sport.

Dalet Sports Logger with one-button logging and “intelligent” team rosters makes highlight creation a breeze. Click a button denoting the type of play to start a highlight and simultaneously log goals, penalties, and key actions. Add player info with a single click on the intelligent roster display. Plays and metadata are accurately entered into your pre-configured MAM fields, adding value and consistency to your game logs. Highlight starts can be set a few seconds before mark-ins, so that you’ll never miss a key play; all clips are immediately available in Dalet Hilites Espresso for fast assembly of multiple playlists. Seamless integration with industry-standard NLE’s and advanced broadcast and software systems provides a cohesive, fluid workflow.

Dalet Sports Factory combines powerful M

Production



Sports Logging



Multi camera feeds

Live coverage



Dalet Media Replay (or third party equipment)

Sports Logger

Sport-specific preset buttons define the play action.

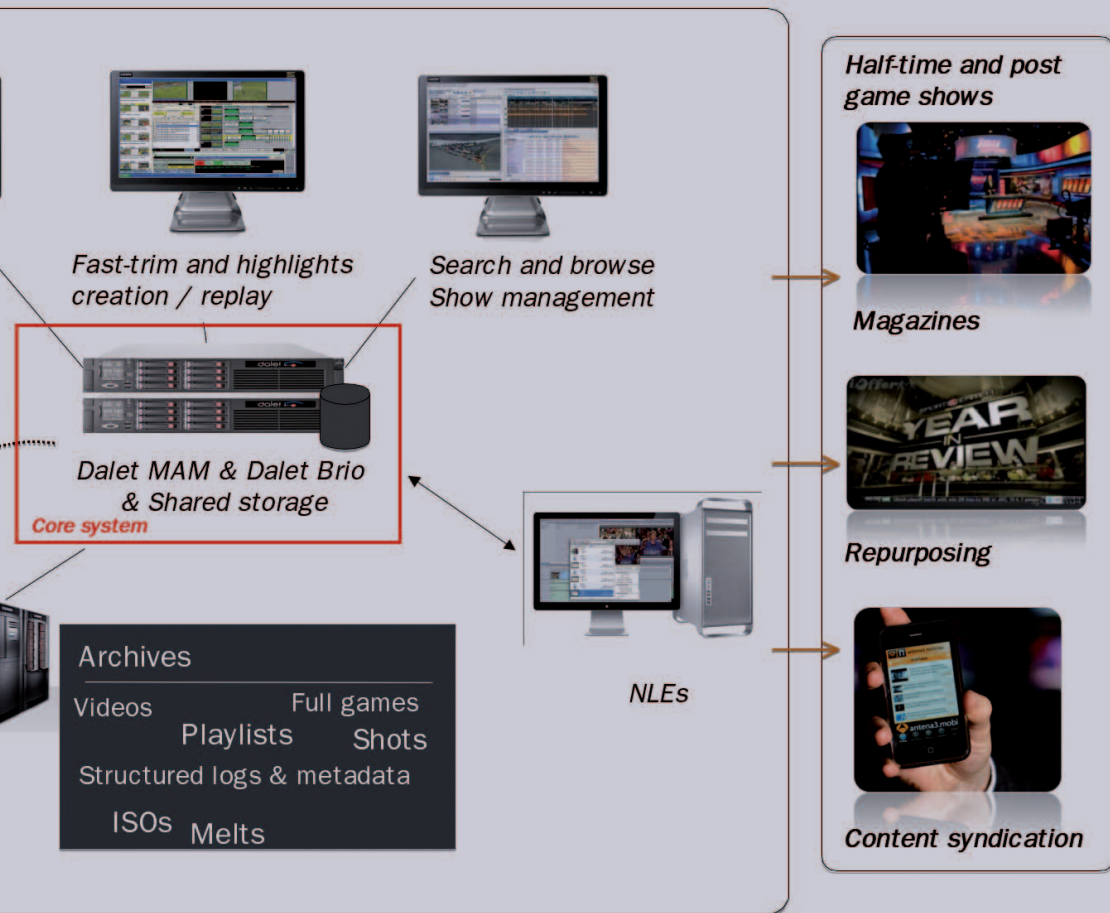
Submenus include intelligent roster of team members and additional play details.

Dynamic chronological view of the current game log.

The screenshot shows the Dalet Sports Logger interface for an NHL 2011 game between NJD and DAL (0-0). The interface is divided into several sections:

- Top Left:** Game information including "Set: NHL 2011" and "Event: NJD@DAL (0-0)".
- Top Right:** "PENALTY" menu with options for "DALLAS STARS" and "NEW JERSEY DEVILS".
- Middle Left:** A grid of play action buttons such as "PENALTY", "POWERPLAY", "INJURY", "BREAKAWAY", "SHOOTING", "PENALTY SHOT", "BACK HANDED", "PHYSICAL", "MISSED SCORING CHANCE", "GOAL", "WRISTER", "BLOCK", "PASS", "GOAL TENDING", "SLAP SHOT", "FREEZE PUCK", "LINE CHANGE", "SHOT", "OFFSIDES", "CHECK", "GENERAL DEFENSE", "STICK HANDLE".
- Middle Right:** A central video feed showing an ice hockey game.
- Bottom Left:** "Player" roster for the Dallas Stars and New Jersey Devils.
- Bottom Center:** "Game Log" showing a chronological list of events like "FACE OFF" and "SPACE OFF".
- Bottom Right:** "PENALTY" details menu with options for "BENCH", "GAME", "MAJOR", "MINOR", "MISCONDUCT", "ATTEMPT TO DELIBERATE", and "PENALTY SHOT".

Media Asset Management with proven Sports production tools



FEATURES

- Fast and accurate logging and meta-data entry with one-button logging of key plays and intelligent team rosters.
- Auto-start your highlights a few seconds before mark-ins so you never miss the key plays.
- Logging results immediately display in bins where producers can quick-trim, assemble and organize sequences.
- Assemble and play clips, highlights and playlists directly to air from Dalet interface.
- Manage multiple playlists simultaneously; package and move clips quickly for half-time or post-game highlights.
- Cover multiple games at once; share highlights across workgroups with any Dalet full or web client
- Configurable to any sport

BENEFITS

- Fast, accurate, automated logging adds precision and consistency to your metadata entry
- Logging information, metadata, timecodes directly associated with media for easy retrieval from melts and archives
- Immediate access to media and metadata; all logged highlights, edits and playlists automatically appear in Dalet MAM
- Structured metadata in MAM improves content management, powerful search accelerates post-production and multi-platform repurposing
- Ease of use for operators in single or in simultaneous multi-game production
- Enhances collaborative efforts among different workgroups

Hilites Espresso

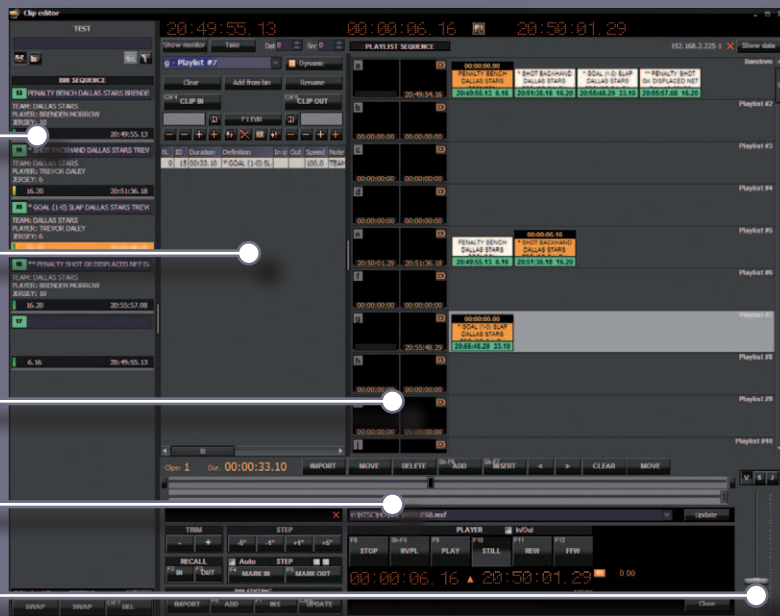
Live rough clips created in Dalet Sports Logger appear immediately in the Clipbin.

Fast trim editor.

Topical sequences built on the fly available for playback.

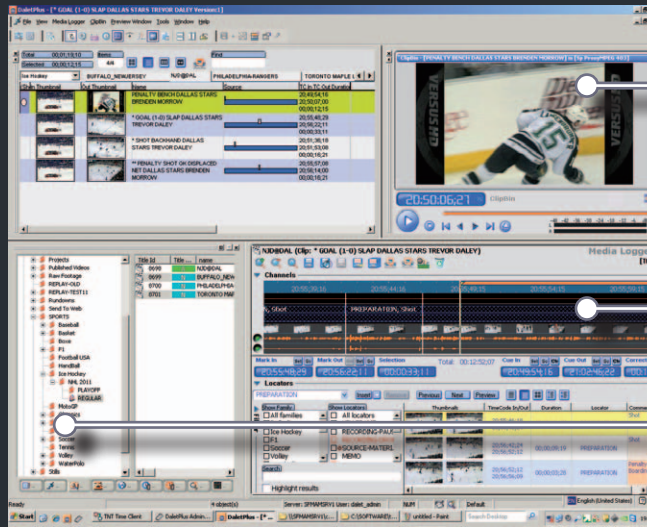
Live playback of highlights.

Slow-motion control of highlight playback.



Dalet Enterprise Edition and MAM

Your action-packed clips have longevity and value that last well after the game clock winds down. The powerful MAM in Dalet Enterprise Edition helps streamline post production so you can extend (and monetize) the game excitement in a million different ways – from game wraps and magazine shows to repurposing for multi-platform distribution. By bridging together different 3rd party systems, the MAM creates a unified workflow that fosters workgroup collaboration with content immediately available to all. The MAM framework and highly structured metadata simplify all aspects of post production and eliminate redundant tasks. Because metadata associated with video and clips from logging, highlights and other uses remain with the media throughout its lifecycle, it only takes a few clicks to execute powerful searches, find and retrieve the right shots. You can easily bring your archives into the production environment to add a historical shot or unique perspective to your packages. It's all right at your fingertips.



Online proxy preview.

Categorized view of highlight logs.

Browse and search of online and archived material.

Dalet Media Replay



Want to create an instant replay of that last bit of action? Do you want to show the play from multiple camera angles? Dalet Media Replay helps you deliver just the right shot with the angles. Add slow motion and reverse slo-mo. You can even include bumpers and spots in your replay scenes. The interface is straightforward and easy to use.

FEATURES

- Fast and easy creation of instant replays with multi-camera angles
- Slow motion and reverse slow motion effects
- Quick clip marking; up to 1000 marks in preview; up to 1000 clips
- Playout multiple camera angles of the action in playlist mode with dissolves
- Playlists can include bumpers and spots with the replay scenes
- Industry-standard operator controls with T-bar and jog wheel

BENEFITS

- Fast production of instant replays with multiple angles
- Back to back playback from multi-cameras to compare field action
- Different viewing modes suit a variety of situations
- During melts, MAM automatically generates synchronized replays from other camera based on the original replay
- Easy to use interface

Dalet Brio Technology

Dalet Brio offers an innovative, mixed format, input/output video platform technology built on non-proprietary hardware. Dalet Brio can be delivered in a variety of affordable and flexible configurations when used as a complement or replacement for existing video servers in Dalet Enterprise Edition systems.

Dalet Brio supports a wide range of software codecs, and includes a rich feature set, including the playout of a mix of SD and HD files on the same timeline. It also allows for on-the-fly cross-, up- and down-conversion of the video signal as well as aspect modifications. Natively includes graphics capabilities for simple branding (bugs, logos, crawlers). The underlying Brio technology in the Sports Factory toolset effectively marries each video element with its metadata, forming a critical bond that enhances the value and use of the content throughout the digital production chain. Dalet Brio can work either with its own local storage, attached to a SAN, or in hybrid combinations.

