

Case Study

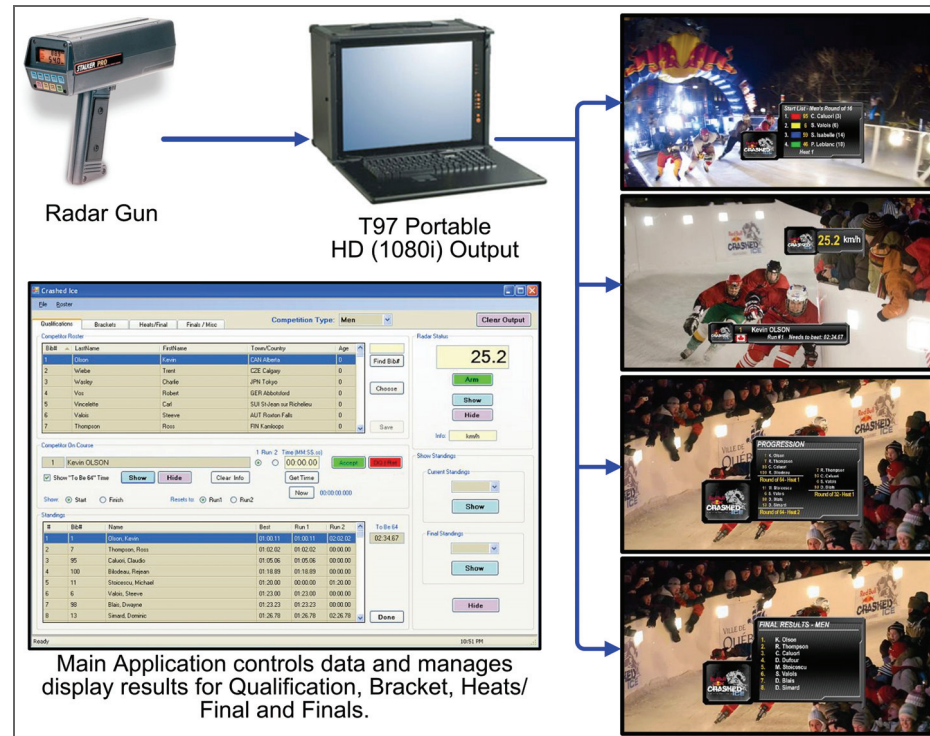
Red Bull/ Alpha Sports/ TSN – Red Bull Crashed Ice 2009



Customer: Red Bull/ Alpha Sports/ TSN
Application: Race Results Display Solution
Platform: Inscriber/Harris RTX G3 HD platform

Red Bull and Alpha Sports required a real-time HD display solution to overlay race results for the Red Bull Crashed Ice 2009 Telecast on TSN.

- Solution interprets race data to output track positions during race and finish times as they occur.
- System preserves all racer progress to track racers through heats and provide on the fly heat/ bracket displays.
- Application instantly outputs racer name, origin, country flag as lower thirds and optional headshot graphics for camera pans during race starts.
- Radar gun captures racer current speed direct to air.
- System also provides the ability to export race data for connectivity with other broadcast display systems. (Inscriber, Chyron, Pinnacle or Vizrt)
- Complete solution is ready for broadcast in less than 5 minutes.



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