

RT Software press release

IMG

IMG Media adopts tOG-Sports Pro

IMG Media Premier League Production provides more in depth analysis of the Barclays Premier League using the RT Software tOG-Sports graphical analysis system.

About IMG Media

IMG Media is the world's largest independent distributor of sports programming, distributing over 19,000 hours of content to major global broadcasters annually. This content originates from more than 200 clients and events, including Wimbledon, the Australian Open, the ATP Masters Series, the R&A, International Rugby Board, MotoGP, the National Football League (NFL) and the International Volleyball Federation (FIVB).

IMG Media operates from over 30 offices worldwide and has daily exchanges with over 4,000 key media contacts. IMG Media distributes across all forms of media, including TV, audio, fixed media, inflight and closed circuit, broadband and mobile. IMG Media also maintains the world's largest sports archive with more than 250,000 hours of footage.

IMG Premier League Productions, a division of IMG Sports Media, is appointed by the English Premier League to handle production and distribution for its international programming. This includes the customisation of all 380 matches as well as the production of weekly magazine shows.



LONDON—17th April 2009—RT Software Limited, the London based supplier of real-time 3D broadcast graphics solutions, announces that IMG Media, the global sports media specialist and production company, has installed a tOG Sports Pro graphical analysis system for their client, the Premier League.

Premier League Productions uses the analytical capabilities of tOG Sports Pro as an excellent way to add additional value and content to their existing studio output, which is broadcast globally to over 100 territories.

The new setup consists of a tOG-Sports Pro system supporting 2 touch screens in the studio, and an operator client in the gallery. In the studio, the presenters can perform analysis on a large 46" Samsung touch screen for discussions that involve two or more people, or switch to a desk mounted 24" screen for individual analysis. Each display allows the control and analysis of both pre-prepared video clips playing directly from EVS, or Live match footage as required.

"We're delighted that Premier League Productions has chosen tOG Sports for its coverage of The Barclays Premier League." states Mike Fredriksen, Commercial Director at RT Software, "This further proves that our tOG family of real-time graphics solutions enable our customers to broadcast superior graphics, and to really differentiate their channels and engage their audiences".

[see over for project technical description]

"tOG Sports Pro has improved the service we offer to our licensees' viewers. The system allows us to utilise the professional knowledge and experience of our studio guests and provide a new and more in depth analysis of the Barclays Premier League". said Sam Leadsom, Executive Producer of Premier League Productions at IMG.

Digital photograph: [URL to digital photos](#)

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About RT Software

Prior to the companies origins in 2004, its award winning founders spent many years working for the 3d Computer Graphics department at the BBC. RT Software now has an enviable international client base.

RT Software provides real-time 3d graphics solutions for all on air requirements including:

2d, 3d and Stereo overlays for general broadcast including news, elections, sports and entertainment.

Tracked and trackerless VR studios.

Sports telestration, analysis and enhancement.

Based in London, the company operates globally through a network of broadcast specialist Value Added Resellers. RT Software are well established with worldwide coverage supported by a full, university level academic programme.



Project Technical Overview

Premier League Productions are using the full capabilities of tOG Sports Pro whereby an operator will prepare clips using tOGs line tracking software, which gives the ability to insert 3D “tied to pitch” graphics and keyframe graphics to follow the movements of players. This combined with tOG’s easy to use chromakeyer setup gives the appearance of the graphics appearing underneath the players feet, and with the correct perspective for the camera angle.

New advanced features, like “Player Drag” which cuts out selected players who can then be repositioned anywhere

on the pitch, are done instantly, without the need to spend time cutting each player out, which offers obvious benefits to any fast paced production.

These clips are then made available to the “Manager touchscreen” – a fully customisable interface used by the presenters in the Studio. The presenters control the playback of these clips, and can add their own telestration on-the-fly. IMG’s customisation of the Manager screen to incorporate EPL branding is a good example of the built in flexibility of tOG Sports to suit broadcasters individual needs.



tOG-Sports is an off the shelf product family that can be used for studio shows featuring live touchscreen based analysis, including support for multiple screens for “Head to Heads”, to more complex operator prepared graphics sequences such as player trails, linesman’s views and metrics based graphics.

For tOG product description, brochures and technical specifications: <http://www.rtsw.co.uk>

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