

RT Software press release



Prime Sport adopt tOG-Sports

RT Software provides the Belgium DTV sports channel Prime Sport with a custom branded tOG-Sports touchscreen interface and visually more engaging real-time telestration graphics.

About Prime TV

Prime is a commercial cable television company with subscription channels available on DTV in Belgium.

Prime's sport channel is Prime Sport, transmitting programs on the main football leagues in Europe, English Premier League, Primera División (Spain), Serie A (Italy), Bundesliga (Germany), Ligue 1 (France) and the Eredivisie (Netherlands). They have a Saturday night highlight program for the Premier League called "Kick'n'Rush", and a recap program for all the weekend's major European leagues called "FC Prime".

Videohouse are a television facilities house offering services to broadcasters covering the entire production process. They are facility provider for Prime.

WT Vision is a specialist in major on-air graphics platforms, including RT Software products. They provide graphics solution guidance, integration and training services to Videohouse.



LONDON—1st June 2011 - RT Software Limited, the London based supplier of real-time 3D broadcast graphics solutions, announces that Prime TV in Belgium is now using the market-leading real-time sports telestration product tOG-Sports to enhance their Prime Sports channel's football analysis on Belgium DTV.

tOG-Sports was selected after Videohouse, the facility provider for Prime TV, concluded from an evaluation of the solutions on the market that it provided unbeatable performance for the price, with an easy-to-use presenter interface and the high quality and range of sports telestration on-air graphics required by Prime Sports.

In the new Prime Sport HD studio a tOG-Sports Lite custom branded control interface is displayed on a 21" touch screen installed in the presenter's desk. With the system connected to an EVS server, the pundit is able to browse thumbnails of match clips, drag and drop them onto the display and then add in real-time a wide range of great looking telestration graphics with only a few touches of the screen.

"We are delighted that Prime has chosen tOG-Sports for its football match analysis on its Prime Sport programme." states Mike Fredriksen, Commercial Director at RT Software, "This further proves the flexibility of tOG-Sports to enhance our customers sports analysis with attractive, custom branded touch screen interfaces and great looking real-time graphics to air."

Prime Sport went live with tOG-Sports in November 2011 and can be seen on Telenet's DTV network as part of the Prime TV package, in both SD and HD.

"We are delighted with our investment in tOG-Sports for our new HD Studio" say Frederic Despontin, Senior Director, Prime Sport, "The tOG touchscreens ease of use means our pundits are happy. The custom branded interface means the Prime brand is strongly reinforced. The ability to customise advertising banners in the virtual stadium keeps our sponsor, Telenet, happy. And most importantly, the great quality and variety of telestration graphics makes our sports analysis more engaging for our viewers."

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.

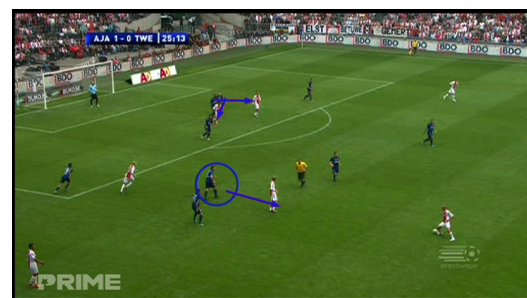
RT Software provides real-time 3d graphics solutions for all on air requirements including:

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

After evaluating the products on the market, Videohouse, the facility provider for Prime, recommended tOG-Sports as it had more telestration capability than the solution previously used by Prime Sport, had unbeatable performance for the price, and offered the level of customisation that would meet Prime Sports needs.

Videohouse purchased the tOG-Sports solution from the Belgium office of the RT Software graphics services partner WT Vision, who has experience on tOG products in the wider international market. WT Vision provided assistance with the tOG system installation and training at Prime Sports .

The existing set that already had a custom designed desk was further customised to house the tOG-Sports touchscreen. During the programme the interface can be viewed by dedicated top down camera providing an over the presenter's shoulder view.

The combination of an exciting Prime Sports branded tOG-Sports touchscreen interface used live on set, a wide range of simple to use telestration graphics, and the customised virtual stadium (placing their own images on the advertising banners) the Prime Sports match analysis is now visually much more interesting for their audience.



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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