



Press Release

DELTATRE AND RED BEE MEDIA REVEAL MAGMA PRO POWERED BY PIERO TO ENHANCE FOOTBALL BROADCAST

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deltatre and Red Bee Media have launched MAGMA PRO Powered by Piero, an innovative new technology that is set to enhance the production of major football tournaments, including this year's World Cup, by enabling producers to quickly select key moments and add graphics ready for broadcast.

Using sophisticated player tracking technologies, the new service captures and presents data on every aspect of a match including key moments such as goals and the position of every player on the pitch in real time. MAGMA (Match Analysis Graphics Machine) identifies patterns, categorizes these and grades them.

Producers can search the database to find the key moments and preview relevant clips from their desktop. The data can be output as statistics on screen or can be fused with the clips and pushed to Piero that automatically adds the virtual graphics effects.

This fast and efficient workflow optimises the rich data available and helps broadcasters to deliver compelling key actions, illustrate them and get the final analysis in the shortest possible time. Currently producers manually select key moments for analysis therefore production time is greatly reduced.

"Audiences are beginning to demand depth of information to enhance their TV experience," said Davide Bricarelli, MAGMA Product Manager, **deltatre**. "We found the way to exploit the incredible amount of data we track with MAGMA in order to improve the audience understanding. We are proud of this new service, as it mixes two complementary types of knowledge, giving life to a really innovative product. Now broadcasters can deliver a new experience to the football fan".

"Piero is now used by 30 broadcasters in 19 countries and they constantly want technology to be more innovative without compromising the workflows," said Alan Wright, Chief Commercial Officer, Red Bee Media. "Piero constantly searches for ways of speeding up the production of analysis graphics and this unique broadcast partnership will allow story telling to be quicker and have more depth, resulting in a more compelling viewing experience for the audience". Graphics templates can be personalized in the

broadcasters own language, including non-Latin characters sets and alphabets like Japanese, Arabic, Chinese, Russian etc. The final output is delivered as HD or SD SDI Key and Fill.

FOR FURTHER INFORMATION PLEASE CONTACT

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Braben PR (for Red Bee Media)
Richard Lambert / James McKeown,
020 7025 8021
richardl@braben.co.uk / jamesmckeown@braben.co.uk

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