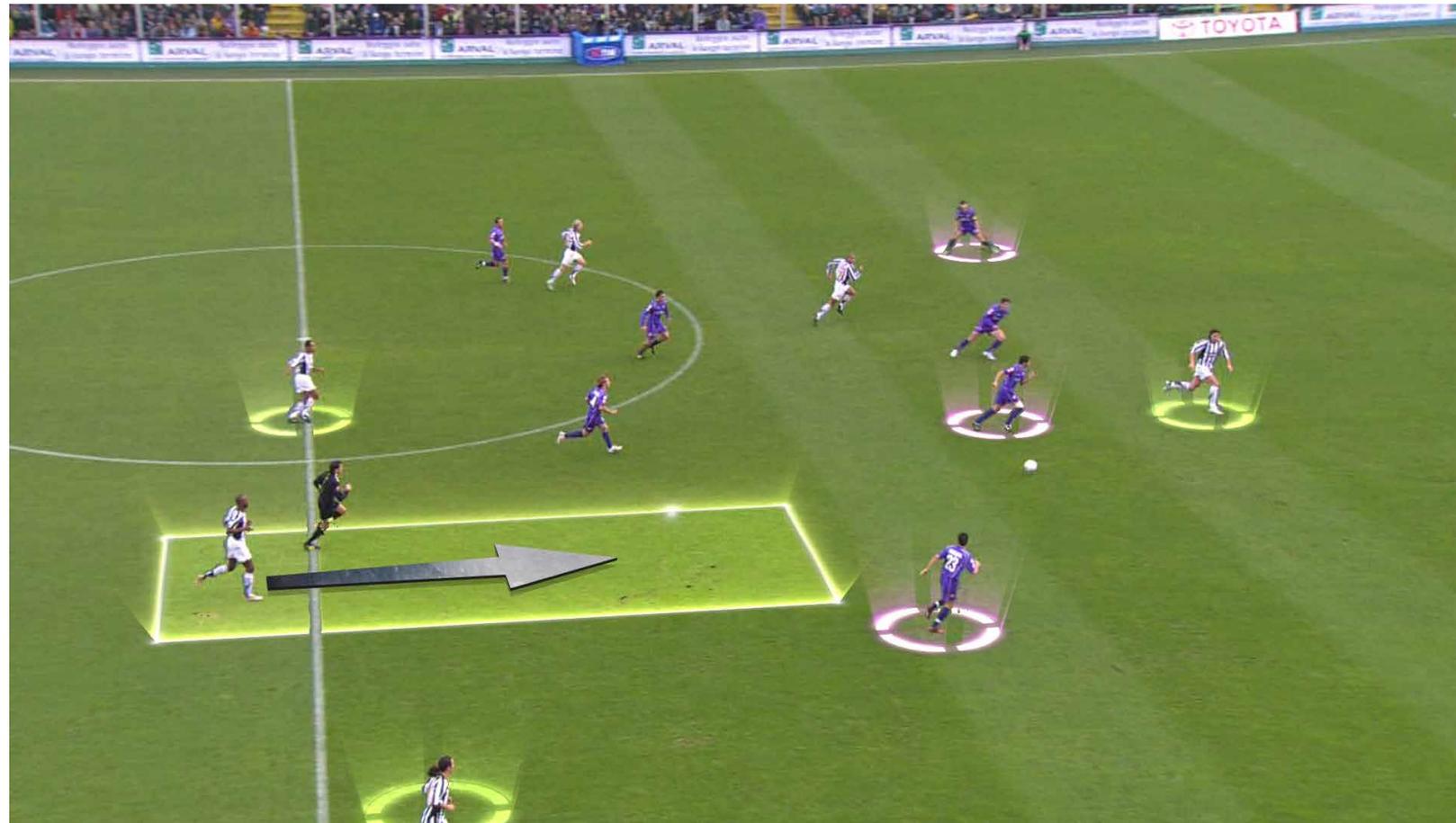# PIERO
CLUB

CUTTING EDGE ANALYSIS FOR CLUBS

PIERO is a 3D sports graphics system designed for fast and informative game analysis.

ADVANCED ANALYSIS

PIERO uses a line and texture tracking algorithm, co-developed by BBC Research. The technology creates a seamless blend of graphics and video, maintaining perspective and keeping graphics tied to the pitch as the camera moves.

PIERO's virtual stadium allows clubs to create 3D replays and look at the play from new angles. Moving into the virtual view is quick and easy, and provides a seamless transition between the real world footage and the tactical overview.

You can mark players, track player runs, add speed or distance. Show movement, formations, and groups. PIERO offers a broad palette of graphical effects to review everything that happens in the game.
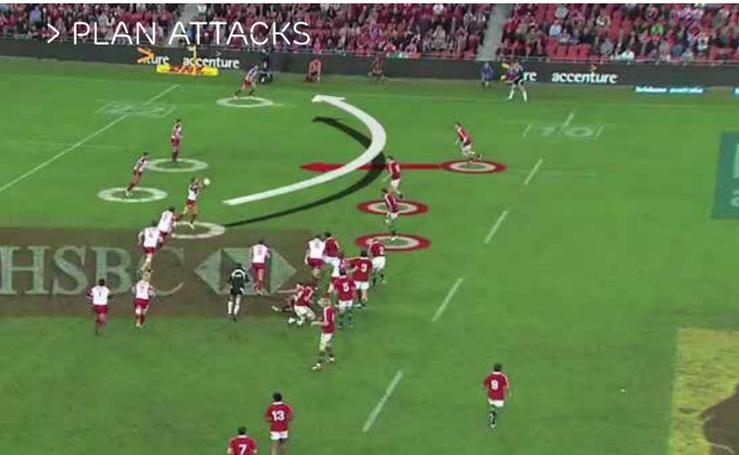
> EASY TO USE

We believe, PIERO has the quickest and easiest workflow in the industry. By working with broadcasters and clubs, we've streamlined the operation so that you can get results without worrying about the technical details.

> MARK AND TRACK

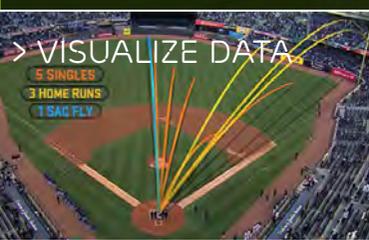> PLAN ATTACKS

> MONITOR PLAYERS

> SHOW TOUCHES

> CHECK DEFENCE
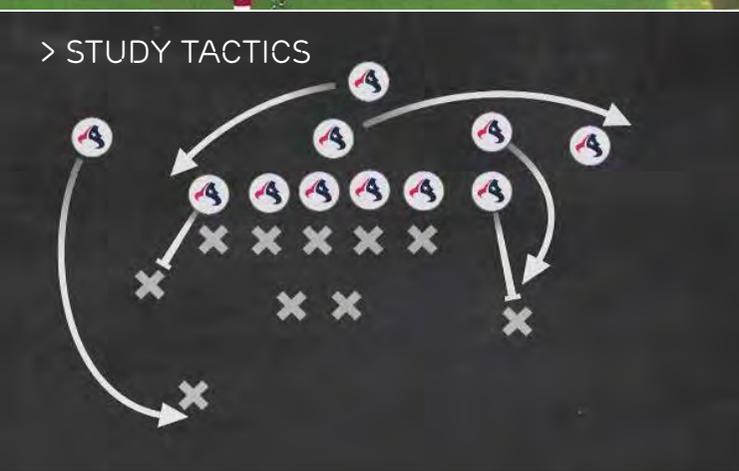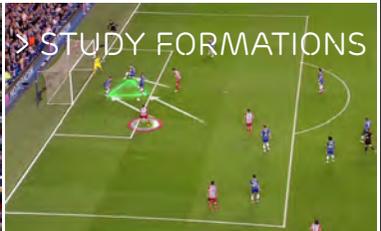
> REVIEW FAULTS

> VISUALIZE DATA

> REVIEW GOALS

> STUDY TACTICS

> EASY TO DEPLOY

PIERO runs on a single laptop. All you need to do is provide video recordings of the game to get started.

If you want to use league data, simply set up a subscription and you're a few clicks away from automatically creating easy to read data visualizations.

> LOG THE ACTION

> SEE BREAKDOWNS

> STUDY FORMATIONS

TRUSTED PARTNER

PIERO is a world leader in graphical analysis systems. For twelve years, Piero has been the first choice for broadcasters and clubs around the world.

PIERO is fast. Its workflow is consistently praised for being the quickest in the business. Clip creation time varies between a few seconds and 15 minutes, and it only takes a day or so to learn the system.

> PIERO has completely transformed the way that we educate, and ultimately develop our entire playing roster. Coaching staff are able to draw the athletes' attention to the key points of any piece of vision from every angle.
>
> PIERO has become an integral part of our football department in a very short time and is a must-have for every professional team wanting to get an edge.

Jason Lappin, Performance Analyst Manager,
North Melbourne Football Club.

USED BY TOP CLUBS AROUND THE WORLD

FAST WORKFLOW

The PIERO design team place particular emphasis on usability. The interface is slick and uncluttered, everything you need is onscreen. Quickly sketch out ideas or use our timeline to combine effects into impressive sequences that can be replayed and recorded.

PIERO runs on a single laptop. Choose our powerful, preconfigured PC or run PIERO on your own Mac.

PIERO's interface is simple and logical. Click on an effect in the palette to add it to the footage. You can then interact with the video panel to draw and customise the effect. For more detailed customisations, edit the effect properties to the right of the video panel. Finally, compose your own effect sequences using our interactive timeline. PIERO has been designed with the user in mind, helping you to explore your ideas and make discoveries.

> CAPTURE

PIERO can read all popular movie file formats from its hard drive or a file server. You can switch between differet movie clips instantly, and PIERO's timeline ensures the graphics are correctly synchronised with the footage as you swap between clips.

> ANALYZE

PIERO has a wide range of graphics to help you analyze the game. Quickly spot where mistakes were made or show how successes were achieved. You can check the action using the footage and then go overhead using our 3D technology to see the tactical view. For in-depth data analysis, our visual data module is included as standard.

> SHARE

You can easily refine the analysis using our interactive timeline. When you're happy with the results, tell PIERO to render the analysis to a movie file. Rendering is quick, so no lengthy wait. Once rendered, you can share the movie clips by email or portable drive. With our touchscreen technology, you can collaboratively analyze using iPads, surfaces or touch screens.
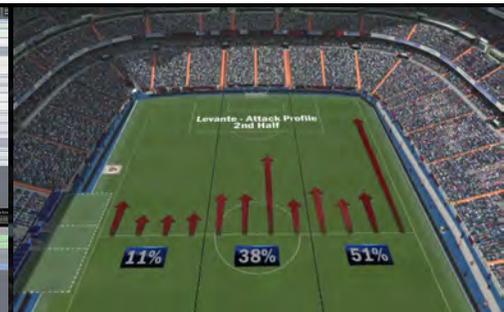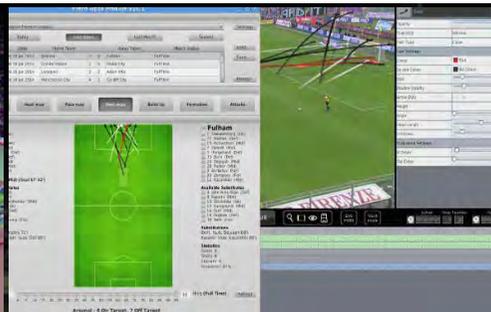
PREMIUM MODULES

PIERO is a modular system and has been extended with a range of useful add-ons. Our data module lets you generate graphics from game data supplied by third-party providers. You can choose to add touch screen and tablet control via our simplified user interface.

All of the modules shown come as standard with PIERO Club.

> OPTA DATA

Our Opta module fetches the latest data for the game and visualizes the information using PIERO graphics. The module has access to years of global data and this is easily filtered by league, game and player. The module currently supports soccer, but new sports are under development with the advent of Opta US.

> STATS FOR BASEBALL

STATS is the industry leading data supplier for Major League Baseball. PIERO's data module has full access to the STATS feed, and creates graphics such as ball spray charts and pitching charts. The data is easily filtered by date, game, and player. Choose to view the graphics in either real or virtual settings.

> TOUCH SCREEN

The touch interface provides a simplified way of using PIERO graphics by hand using an iPad, Microsoft Surface or touch screen. More than one user can take control and multiple devices can be used simultaneously. The touch interface is easily customized to fit your purpose.
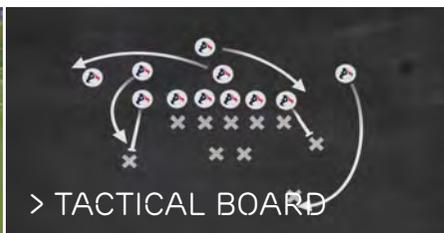
EFFECTS

With over ten years of experience in sports graphics, we've crafted an unrivalled palette of effects to help you analyze the action. We work closely with our clients to develop new styles and customize existing effects. Effects can be placed in both real and virtual settings, and can blend between the two. The images below show a selection of the effects available in PIERO.

> OFFSIDE LINE

> TACTICAL BOARD

> GOAL ARC OVERHEAD

> MAGNIFIER

> TRACKED FORMATION

> 3D OVERHEAD

> VIRTUAL STADIUM

> FREE KICK CIRCLE
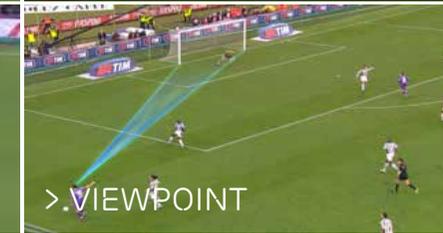
> MARKERS

> UPLIT TRACKER

> ARROWS

> PLAYER GLOW

> 3D VIRTUAL REPLAY

> PLAYER DRAG

> VIEWPOINT

> TIME LAPSE

> LASER WALL

> OFFSIDE LASER WALL

> TIMER

> EA 3D PLAYERS

TECHNICAL DETAILS

PIERO operates on a single PC running Linux, or a Mac. If you choose the PC option, we provide the hardware with software installed.

For both options, the software is licenced annually (verified by USB dongle).
We provide the dongle and all necessary peripherals/cabling.

The touch interface runs on any Windows platform or iPad (not supplied).

SYSTEM

Laptop

PIERO dedicated HP laptop with NVIDIA GTX graphics card. Typical life of hardware is 3-4 years. Warranty is 1 year, however extended warranties can be purchased.

PIERO Software

PIERO Sports Graphics engine with live and analysis operation interfaces. Requires licensed USB dongle to run.

Optional Modules

Data module, touch screen module, and EA renderer.

SUPPORT & TRAINING

Training

Includes 3 days training for the club's operators.
This is done on site and can be tailored to multiple operators.

Updates

Periodic software updates with bug fixes and feature enhancements.

Support

Office hours support by our dedicated support team.

CONTACT US

For more information email us at pierosupport@ericsson.com

http://www.ericsson.com/broadcastandmedia/what-we-do/piero/