BRAINSTORM

SUCCESS STORY

Wimbledon

> "The Brainstorm eStudio engine is controlled by IDS TV interface and control applications which are configured as 'dual channel' systems with two real-time outputs going live to air.
>
> IDS President Rallis Pappas

Founded in 1984, Information & Display Systems (IDS) strives to be the world's finest provider of technology solutions and services to the sports industry worldwide. Its headquarters is in Jacksonville, Florida. IDS provides a range of solutions related to the collection and presentation of sports content including scoring, statistics and player information.

THE CHALLENGES

In 2011, the Wimbledon finals were screened live in high definition 3D for the first time, a formidable challenge that required an innovative, tailor-made approach to television graphics in order to provide real-time on-screen information to hundreds of millions of homes around the world in both 3D and traditional 2D.

IDS has worked with IBM and the All England Lawn Tennis Club (AELTC) for years, as well as many other tennis championships such as the French, Australian and U.S. Opens, but this was the first foray into displaying live tennis in 3D.

THE SOLUTION

IDS is an IBM Business Partner and configured the systems, provided the software and supplied the staff to support the production. The key internal system components included NVIDIA® Quadro® FX 5800 graphics processors along with NVIDIA and AJA SDI video outputs. The core of the system was Brainstorm Multimedia's "eStudio" 3D render engine controlled by IDS TV interface and control applications.

Prior to Wimbledon, IDS developed a tennis-specific design in eStudio based on a joint review with IBM and BBC Graphics to create a 'Wimbledon Graphics Reference Guide' that was used to build the Brainstorm-based graphics package. In January 2011 IDS conducted parallel testing at the Australian Open, and a full technology test was conducted by the AELTC in late April. The Brainstorm graphics package incorporated the full 3D design and animations used by the BBC but were adjusted to reflect the traditional look, feel and colours of Wimbledon in all their glory.

> The graphics have a good deal of movement and rotation and also utilize flares, reflection maps, etc. all of which were created natively in Brainstorm and do not use any movie files, or components built in other packages."
>
> IDS President Rallis Pappas

eStudio once again demonstrated its extremely powerful, highly reliable capabilities for real-time broadcast graphics and further strengthened its reputation as the fastest graphics engine on the market today, the only system that enables design and real-time playout of virtual studios as well as an infinite range of on-air graphics.

THE SOLUTION

Based on their successful partnership, IBM also contracts with IDS to provide a range of technology-related services including the provision of broadcast graphics as well as systems, software and staff to produce the graphics from multiple courts, live, throughout the fortnight of The Championships.

The majority of the graphics systems were installed in a rack in the IBM control room in the Wimbledon Broadcasting Centre with a few, due to logistics, installed in OB trucks in the BBC/Wimbledon production compound. The production facility for each broadcast court, nine in total, was supplied with an IBM graphics operator that was tennis knowledgeable to help determine what content or statistics were relevant to the match in progress and used Brainstorm to deliver that content to viewers across the globe.

THE BENEFITS

A total of 23 Brainstorm eStudio licenses covered the numerous graphics requirements for all courts throughout the two weeks of the Championships. This equates to weeks of uninterrupted graphics for live TV coverage, all requiring dynamic coordination and synchronisation of statistical data with live graphic displays. Not a single error occurred.

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MATCH SUMMARY		
FEDERER		CLEMENT
0	Aces	0
17	Double Faults	15
69%	1st Serves In %	75%
100%	1st Serve Points Won	91%
11%	2nd Serve Points Won	0%
16%	Service Returns In Play	7%
2 / 11	Break Points Won	2 / 11
0 / 0	Net Approach Points Won	0 / 0
17	Total Unforced Errors	15
49	Total Winners	40

eStudio Today - now in its twelfth version, remains Brainstorm Multimedia's flagship graphics engine and is still the fastest on the market with unlimited broadcast graphics power and options for design. eStudio is unique in the market due to its sophistication, open architecture and versatility - enabling both design and real-time playout of virtual studios and 3D graphics as well as the easy creation of customized applications.

BRAINSTORM
BROADCAST REAL TIME 3D GRAPHICS SOLUTIONS