



Rafa Nadal Academy Kuwait

Real-time AR Graphics for Sports

Brainstorm and Mena, a Sports Services Provider and system integrator from Kuwait, were involved in the live broadcast of the opening act of the Rafa Nadal Academy in Kuwait, providing augmented reality content and graphics.

Spanish super star tennis player Rafa Nadal brought his methodology to the Middle East with the recently inaugurated Rafa Nadal Academy in Kuwait. The objective of this academy is to become a leading tennis centre in the Middle East and to support the Kuwait Tennis Federation in the

development of a programme that drives the sport with a formative project. The Opening Act, in February 2020, consisted of a series of presentations and tennis exhibitions followed by a tennis match between Spanish top players Rafa Nadal and David Ferrer. More than 1,500 people

attended the ceremony and watched the game on-site, at the same time that the full Opening Act was broadcast live by Kuwait Sport TV for millions of viewers at home.

For the live production of the event, Kuwait Sport TV contracted the services of Mena International, a renowned sport services provider and system integrator, and also Brainstorm's official reseller in the region. Mena's Project Manager, Maged Mahmoud, is highly experienced in the use of Brainstorm solutions and was in charge of the Aston system that was used for graphics production at the event. Aston created all the on-air graphics and Augmented Reality elements, which were inserted over the live camera feed. Before the event, 13 different animated templates were produced with Aston for the live broadcast, which were controlled and



played out by Brainstorm's OnDemand. The whole team performed at its best and the live broadcast was a great success.

"Aston gave us the ability to create, modify and animate all required templates and create the Augmented Reality scenes in combination with InfinitySet, Brainstorm's virtual set solution. As we weren't able to use a tracked camera due to scheduling constraints, we took advantage of the Aston Locator feature, which allowed us to do last-minute modifications to avoid changing camera position. All graphics were controlled and sent to air via Brainstorm's OnDemand, which is an amazing and easy to use playout solution

for live production, including live replacing of templates and texts", explained Maged Mahmoud, Mena's Project Manager, while Omar Al-Zanki, Mena's General Manager also added "It's a pleasure to work with Brainstorm. InfinitySet and Aston are wonderful software, which allow us to do whatever we want without any limitation. Another important thing is flexibility from Brainstorm's team: they are always available to support us at any time."

Kuwait TV also expressed their satisfaction with the results. Mohamed Alteny, KTV's Sports Director Manager pointed out: "Aston suits all kinds of graphic designer, whether they like Photoshop, 3ds Max or

"I have worked for many international broadcasters and used many on-air engines, but still Brainstorm's Aston is the most powerful, flexible and most developed system and is one step ahead of the others."
Mohamed Alteny
 Sports Director Manager, KTV

any other creative software application, and the amazing Unreal Engine allowed us to achieve impressive photo-realistic GFX. Many other software companies push you to buy a lot of plug-ins to create a basic template like tickers or weather graphics, whilst Brainstorm includes everything and there's no limitation".

