

## New technological prowess for EMF and Sony

*Last Sunday's Paris Saint-Germain vs. Olympique de Marseille football match saw the world premiere of the online Stitch and DAV system (Data Augmented Video), inaugurated by Euro Media France and Sony Professional*

5 December 2011

**Basingstoke, 5 December 2011:** After a series of successful tests carried out on the PSG vs. Nancy match (produced by Jean Jacques Amsellem), this weekend's derby (produced by Laurent Lachand), repeated online on Canal+, was the first match in France to benefit from this system - a simultaneous combination of new images and a tool to enhance raw contents. The tools enable the TV viewer to watch sport in a new, more immersive and informed way. It also allows players and trainers to gain a better understanding of the game's development.

### Stitch

Three Sony HD cameras were assembled at the centre of the stadium, each covering one third of the pitch. The three Cameras, a video server and the MPE-200 processor box were used to create a panoramic image (6k X 1k). The operator tailors the frame to suit the story he wants to create. Permanently recorded on the server, the panoramic image allows you to navigate through space and time so you do not miss any of the action. While scanning the panoramic image for the elements he wants, the operator can digitally edit out any previous action at any stage in the process.

### Data Augmented Video

Sony has also developed 'Telestrator' software that lets you add editing enhancements to the panoramic image - online or on the first playback. Linked up to the player-tracking system SportVU, developed by STATS, the system lets you retrieve both tactical and editorial information, in addition to tracking players' positions in real-time. This formidable tool improves the TV viewer's experience by simultaneously broadcasting live images of the action on the pitch providing key information on the game.

The application was integrated into the production van of Euro Media France and can also be used for 3D stereo footage.



Mark Grinyer, Head of Sports Development at Sony, commented: "All our technological innovations are the result of close cooperation with our customers, aiming to offer new solutions drawn from experiences and requirements on the ground. We develop solutions which undoubtedly offer TV viewers an enriched experience and allow television channels to set themselves apart by bringing new information to their audience."

Gaël Tanguy, Technical Sports Director at Euro Media France, explains: "Implementing a new kind of technology requires the drive to innovate as well as genuine technical expertise. EMF always seeks to provide its customers with the finest products from today's technology market, to strengthen visual quality and enhance the editorial content."

### About Sony Professional

Sony Professional, a division of Sony Europe, is the leading supplier of AV/IT solutions to businesses across a wide variety of sectors including, Media and Broadcast, Video Security and Retail, Transport & Large Venue markets. It delivers products, systems and applications to enable the creation, manipulation and distribution of digital audio-visual content that add value to businesses and their customers. With over 25 years' experience in delivering innovative market-leading products, Sony Professional is ideally placed to deliver exceptional quality and value to its customers. Sony's Professional Services division, its systems integration arm, offers its customers access to the expertise and local knowledge of skilled professionals across Europe. Collaborating with a network of established technology partners, Sony delivers end to end solutions that address the customer's needs, integrating software and systems to achieve each organisation's individual business goals. For more information please visit [www.pro.sony.eu](http://www.pro.sony.eu)

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## About Euro Media France

From pre-production to broadcast, Euro Media France ensures a comprehensive or tailor-made service for film footage (shows, games, films, entertainment programmes, sports and HF, event-driven and institutional), post-production image and sound, duplication, decoration, etc.). The company has the first platform and mobile video park in France (63 platforms - 47.933 m<sup>2</sup> and 24 mobile units). Euro Media France also provides cutting edge technological services such as super slow-motion, virtual imagery, graphic illustrating and even 3D.

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