

LIVE PRODUCTION

IPV's SpectreView Browse Solution Selected by TSL for ESPN STAR Sports in Singapore



SpectreView browse solution is being installed at ESPN STAR Sports SpectreView browse solution is being installed at ESPN STAR Sports

(03/06/2010) IPV, a global leader and largest independent supplier of media, metadata and low bitrate, frame-accurate video technology to the broadcast and professional video sectors, today announced that its SpectreView browse solution is being installed at ESPN STAR Sports (ESS), Asia's biggest sports content provider.

Building on the success of the standard definition (SD) project delivered in 2006, IPV was again chosen by TSL, the UK-based systems integrator handling the integration project for the entire HD facility in Singapore. ESPN STAR Sports' new workflow required a browse system to support the fast turnaround of news and sports programmes as well as the repurposing of content for distribution to multiple countries. The IPV SpectreView browse system fulfils this requirement as the system is able to simultaneously mirror the high-resolution content and create low bitrate media files from multiple sources including incoming live video feeds and file-based media — making them instantaneously available to operators cutting packages for breaking news and sports stories.

At ESPN STAR Sports, the content management and workflow technology provided by IBIS integrates IPV's SpectreView browse components directly into its iFind MAM. This solution enables multiple operators, using the

IBIS iLogger, to tag the incoming sports events with appropriate, validated metadata that is attached to the media throughout its editorial lifecycle.



copyrighted by IPV SpectreView Technology Diagram

"We have worked with IPV for many years and their solution in collaborating with IBIS' iFind MAM continues to be integral to the whole workflow at our facility in Singapore," said Sabil Salim, ESPN STAR Sports' Vice President, Operations. "IPV continues to play an important role as we continue to grow our operations. SpectreView enables our operators to pause, rewind and scrub the incoming live content with multiple languages in order to log games and add metadata in an accurate and efficient manner. Furthermore, IPV makes those tools available right at the desktop which is a fundamental strength of the system."

IPV's XCode transcoders are coupled directly to Omneon ingest servers and transcode the live growing files. IPV's advanced streaming server and client software then enables multiple users to efficiently and simultaneously access these browse assets — with high quality frame-accurate video, multi-track audio, complete control and superb media access — right at the desktop.

"IPV's SpectreView is already in use at many premier broadcast stations worldwide — and we are excited to be working with ESPN STAR Sports and TSL on the latest phase of this state-of-the-art installation in Singapore," said Nigel Booth, Executive Vice President for Sales and Marketing at IPV. "Collaborative environments highlight new challenges to providing multiple users with rapid and efficient access to media assets. The integration with IBIS dramatically simplifies the logging and production processes, and enables users to access high-quality video, with the right tools, where they need it — right at their desktop."

ESPN STAR Sports is Asia's definitive and complete sports broadcaster and content provider, delivering a diverse array of international and regional sports to viewers. The company produces more than 3,600 hours of top-class original programmes a year and showcases an unparalleled variety of premier live sports from around the globe 24-hours a day to a cumulative reach of more than 300 million viewers in Asia. ESPN STAR Sports has 19 networks covering 24 countries, each localised to deliver differentiated world-class premier sports programming to Asian viewers.