



# MVP – Motion Video Play

**The MVP sport's enhancement platform provides a comprehensive video and graphic enhancement solution for any type of sports event.**

## Post production capabilities in a real-time environment

MVP provides captivating visual tools and unique content to better visualize critical plays, the flow of the game, and post-game analysis.

MVP can be deployed for any type of sport, even golf, baseball or ice hockey where field lines are minimal or non-existent. MVP is HD and SD compatible, can be used for live productions or highlight shows, from either the OB VAN or the studio, and supports up to 16 different cameras without camera or lens modifications.

MVP can be used with all types of platforms to generate new revenue streams including television, the web and cellular phones.

## Multiple object tracking

Using a simple GUI, any object, including multiple players, the ball, and the referees can be tracked. Broadcasters can use their own graphic elements or choose from elements available within the platform, including: the player's name, a glow, trajectories, highlights arrows, stats, etc. The graphic element follows the tracked object as the play progresses.

With MVP's embedded chromakey, the graphic elements can be keyed over the playing field or drawn as foreground elements.

## Flow motion

MVP's Flow Motion feature allows a chronoscopic display of the selected objects during the replay of a key event. Flow Motion can be used on any type of object: it can display a player's path during a football game, mark the position of a tennis player when hitting the ball, or highlight a basketball coming open off a pick.

## Magnifying glass

MVP's Magnifying Glass feature allows a tighter zoom than the original camera zoom enabling the viewer to see if the call was right or wrong. The Magnifying Glass tool is dynamic and can follow the play rather than be limited to one single frame.

## Bird's view

The Bird's View feature allows every enhanced clip to be viewed as a full graphic clip from a virtual camera positioned from above, providing a unique visualization and a better understanding of the play. Using the video insertion capability, the user can add a video layer, providing a Bird's View and the actual clip at the same time.

## The "revolver"

The revolver tool is the perfect tool to analyze the game's pattern, by running several play enhancements, one on top of the other. In tennis it can show where the aces went to, in soccer it can show the paths of all missed shots, and in basketball it can show the pattern of a certain player, throwing again and again from the same spot.

## Tracked telestrator

With a big LCD touch screen installed as part of the studio setup or a small touch screen next to the commentator at the venue, MVP's tracked telestration unit changes the viewer's experience and enriches the talent's ability to better convey his analysis of the game.

Unlike a conventional Telestrator which provides crude, hand drawn scribbles on a static frame, MVP delivers a "Tracked Telestrator" which provides viewers with a visual explanation of how a key event progressed, the key players involved, the play's strategy, etc.

The analyst may add a drawing on top of the enhanced video feed generated by MVP. Based on MVP's distributed architecture, the enhanced clip created with MVP is fed to the analyst, who can control the playback of the video and add additional freehand drawings of his own, highlighting key points during the replay.

## Total 3D creativity

Based on Orad's 3Designer authoring software, MVP provides full design capabilities for 2D/3D graphics and animations and imports 3D objects from 3D Max and Maya. MVP comes with library of tools to enhance production, including: animated players and ball highlight elements, 3D animated arrows and splines, trajectories, different types of magnifiers, etc. Existing elements can be easily edited or completely new enhancements can be created.



Courtesy of CBS, USA

## Advanced tracking technology

Based on a patented image analysis technology, MVP generates tracking information based on the analysis of the video image. This eliminates the need for expensive and time-consuming camera modifications and provides unprecedented flexibility and cost-savings.

## Simple 1, 2, 3 wizard interface

### 1. Track

MVP tracks in real-time the pan, tilt, zoom, and focus of the different cameras, enabling graphics to be tied to the field, providing tracking for any kind of sport, regardless of field type, colors, or lack of visible field lines.

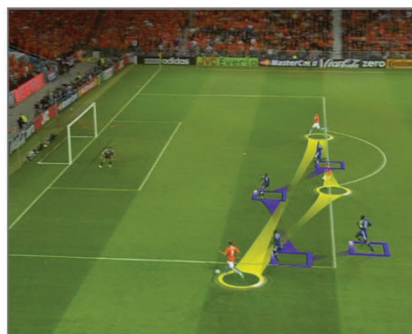
### 2. Create

With Orad's drag-and-drop graphic user interface, objects are moved by jogging the video server, thereby creating animation key frames, which the system turns into real-time, smooth animation.

### 3. Play

With its playout control screen, the user can build a playlist based on all available enhanced clips. Based on the video time code, MVP will automatically activate the relevant graphic elements and will auto deactivate them at the end of each clip.

MVP is designed to address the fast reaction required for live sports broadcasts. Enhanced clips take only a few seconds to be produced, making them available for second or third replays. Elaborate clips can be used coming in and out of commercial breaks, for game breaks, TV Time Outs, half-time reports, and analysis shows.



Courtesy of Polsat, Poland

