



## CT ANNOUNCES STRATEGIC PARTNERSHIP WITH SBG

### **FOR IMMEDIATE RELEASE**

**Creative Technology (CT) announces a strategic partnership with SBG Sports Software (SBG). The partnership introduces the 'Focus' video adjudication (VA) platform to major sports events providing broadcast quality video resources for officials to refer to in their decision making process. Multiple 'Focus' systems, will be deployed in Rio during August, following its debut at the recent IAAF Diamond League Athletics event – the Müller Anniversary Games – which featured the return of Usain Bolt to London's Olympic Stadium.**

The quality of decisions made by officials, referees and umpires is under ever more scrutiny with the broadcast coverage of sports events often highlighting inconsistencies and human error. VA seeks to redress the balance by providing broadcast quality video resources for officials to refer to in their decision making process. Alongside line of sight adjudication options, CT can now provide VA solutions based on the SBG 'Focus' server to sporting events large and small that ensures officials' decision making is backed up when it really matters.

Like CT, SBG has a passion for sports and technology. SBG delivers mission critical software for some of the highest profile sporting events. Their systems deliver data aggregation, real-time information display and analysis, pre-event planning and highly detailed post-event review. SBG has been working closely with CT to develop a scalable yet cost effective VA platform and video analysis server for sports federations and teams. The 'Focus' VA server is now ready for market and offers an intuitive operating interface and rich feature set.

CT's first major deployment of the 'Focus' VA server was at the Müller Anniversary Games. The system managed all 24 incoming feeds (eight CT cameras and 16 broadcast feeds) routed to two operating stations.

Steve Purkess, CT's Business Development Manager – Sport said: "We are proud to be working so closely with a company that shares our ambition in sport. SBG's experience in video adjudication is second to none and it is important for CT to have a partner of such high quality, enabling us to expand our service offering in sport."

Gareth Griffith, SBG's CEO said: "Our decade of experience in elite motorsport, working with the dozens of track cameras, on-boards and broadcast feeds that are provided, has allowed us to develop a highly interactive and intuitive video adjudication system - using any number of camera angles. We are now seeing the demand for video review growing in many sports, and we are delighted to be working with CT to provide powerful new solutions and further push the boundaries in this exciting, developing arena."

The partnership enables the two companies to each further their businesses whilst providing mutual assistance and delivering unique operational benefits to all their clients.

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See overleaf for Editor's Notes

## **Editor's Notes**

### **About SBG**

The team behind SBG Sports Software brings together decades of experience in software development, sports strategy, broadcast and digital media. They have won Queens Awards for both Innovation and Export Achievement, Technical Emmys (Academy of Television Arts and Sciences), have been nominated for multiple Technical Motion Picture Academy Awards and been part of Championship winning Teams.

SBG was founded in 2008 to develop real-time pit wall strategy software for Formula 1 teams, combining sophisticated data analysis with clear, easily adaptable video displays. This software has been thoroughly proven over eight years of intensive use in Formula 1, including multiple drivers and constructors World Championship winning season and dozens of race victories.

### **About Creative Technology**

Creative Technology provides audio visual technical systems and solutions to the events market worldwide.

CT works with events of every size and type from the smallest meeting or presentation in an executive boardroom right through to massive stadium installs, global concert tours and record breaking projection mapping onto iconic buildings and structures.

CT's ability to combine the most innovative, experienced and specialist minds in the industry with world class technology and the highest levels of engineering and operational support is what makes CT unique. CT works with production companies, creative agencies, event management specialists and direct with brands.

Operating from 19 locations on three continents, CT works in locations and venues across the globe. A flexible and customer focused structure allows the Company to truly boast an international reach but with local delivery teams adding genuine venue experience and attention to detail.

Founded over 30 years ago as a video specialist, CT's portfolio has organically diversified to include audiovisual production facilities, lighting, digital and associated products and services.