

# Sony wins first place to deliver digital archiving solution for horseracing



## SONY

'Since we developed the photo finish in 1946, we have strived to provide the industry with the most accurate footage of professional horse racing in the UK and that is why we have made such a major commitment to preserving our content with Sony's robust and complete digital recording, editing and archiving solution.'

**Mick Both, Director of Engineering and Technical Operations at RaceTech.**



RaceTech is the official provider of technical services to the British Horseracing Authority, providing photofinish race timing analysis to adjudicators. The company was founded in 1946 when it developed photofinish. RaceTech now supplies television coverage and racecourse cable installations to the British Horseracing Authority and broadcasters including the BBC, Channel 4 Racing, Satellite Information Services, Turf TV and satellite channels At The Races and Racing UK.

## Background

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The company also advises developing racing nations on vital technical issues and uses its unique film archive for the private use of owners, trainers and punters.

## Customer Challenges

RaceTech traditionally relied on cumbersome Betacam tapes for the recording of races. However, in 2007 the company chose to upgrade its system to help in both the reduction of capital costs and space but also to improve its workflow. RaceTech required

a system which would enable all racing action to be captured onto optical discs, via its 6 outside broadcast trucks. RaceTech also wanted a product which would allow detailed metadata about the races to be stored onto discs alongside the footage.

## The Sony Solution

From initial counsel through to design and installation, Sony Professional Services worked closely with RaceTech to build and deliver a complete, end-to-end, video archiving solution to meet all the company's requirements.

Sony's bespoke design, featuring XDCAM HD PDW-F75 recorders, an XDCAM cart machine, Sony HDXchange and a PetaSite archive, allowed RaceTech to digitally record and archive over 1,400 professional horse race days, which equates to in excess of 9,000 races and over 7,000 hours of recorded material in the UK every year.

## The Implementation

Once received at RaceTech HQ, the optical discs are ingested into a unique networked editing and archive system. The discs are loaded onto a Sony XDCAM cart machine, which is interfaced with two PCs that are used to run the bespoke auto import software. This sources and transfers the files onto a Sony HDXchange core, which is based around Sony HDXchange and a Petasite archiving technology.

Bespoke Sony software ensures that all archived footage is fully searchable. The solution boasts full editing suite capabilities that will enable the team to produce one-off compilation DVDs of individual horses for clients. The three editing packages provided each include a browser client, an FCP studio and a PDW-F75 recorder.

Richard Bell, Project Manager for Sony UK said, 'RaceTech was a really exciting project to be involved in as it enabled us to demonstrate our unique capability in delivering end-to-end workflow solutions of this kind. Sony is one of the only companies in the world to be able to design a complete recording and archive architecture spanning both hardware and software'.

The new production and asset management infrastructure is currently in development. The system is scheduled to become fully operational by the end of the year.

## Customer Benefits

RaceTech will experience numerous benefits. Firstly, the speed and efficiencies of digital file-based workflow will enable quicker and more productive distribution and filing. Secondly, the recorders allow detailed metadata about the races to be stored onto the discs alongside the footage, including the names of every jockey and horse involved in the race. These metadata tags in the footage are essential in allowing RaceTech to identify specific footage, relating to a race, a horse or even a jockey, which might be under investigation.

One final benefit for RaceTech's customers is that when the industry moves away from standard definition broadcasting into high definition (HD) their viewers will experience a vastly improved and impressive broadcast feed. Commenting on the technology, Mick Both, Director of Engineering and Technical Operations at RaceTech added: 'In the horse race industry, HD is currently unknown but will probably happen within the next two years, so any investment had to be HD capable. This SD/HD switchability was another layer of complexity: Sony's response was both elegant and cost-effective. XDCAM works perfectly within our workflow, be that standard or high definition.'

## Sony — The Market Leader

RaceTech ultimately needed a company that could provide a complete solution and implement the new acquisition and archiving system. With such a strategically important project RaceTech needed one company to take overall responsibility for the entire change management process.

'Part of the decision making process was driven by the OB acquisition platform, since XDCAM represents the most plausible and cost-effective physical medium to enable the transfer of data from the race courses to our HQ-based video archive. Another vitally important factor in our decision to select Sony was its understanding of creating a turnkey solution creation. Their collective knowledge in terms of technology, system solution design and our business workflow means that we have confidence to delegate complete responsibility to this one company,' explained Mick Both.

'The team at Sony have a good understanding of our core workflow and of our metadata requirements,' states Mick Both. 'They are developing software that is specifically designed to fulfil our requirements and this component is just as important as the hardware. This bespoke design capability is a key value-added element within the Sony solution and reflects their depth of knowledge and experience.'

At Sony Professional we believe images have immeasurable power that can increase business value and become assets.

This is Visual Wealth

### About Sony Professional

Sony Professional 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 Professional delivers end to end solutions that address the customer's needs, integrating software and systems to achieve each organisations' individual business goals. For more information please visit [www.sonybiz.net](http://www.sonybiz.net)

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