

Match-winning data analysis

ChyronHego transforms sports performance on the field with player-tracking technology featuring high-powered workstations



Technology

Sweden

Business needs

ChyronHego is helping transform how sports teams train, giving them match-day data to develop programmes so players gain an edge. The globally active needed an original equipment manufacturer (OEM) to provide workstations that could process millions of data points per match, while including hardware support services to maximise performance.

Solutions at a glance

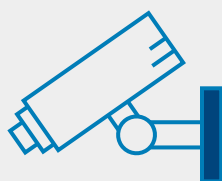
- [OEM Solutions](#)
- [Client Solutions](#)

Business results

- English Premier League, German Bundesliga and Spanish La Liga are among largest customers
- Global support footprint prevents data capture issues during games
- Spare parts are readily available to enable extended contracts
- High-performance workstation and Intel® technology cope easily with data deluge

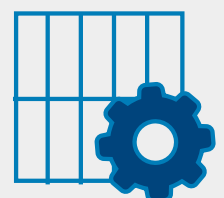
Creates

sports performance data through video data capture



3.5m

data points per game helps build new team and player insights





For top sports teams, the need to win has never been greater. The huge financial gains from success on the field are similar in size to the losses when results don't go so well. To keep their teams winning, clubs are incorporating increasing amounts of data into training programmes and match tactics. In turn, this is helping ensure teams stay on the right side of the marginal gains that can make the difference between victory and failure.

A high performer

One company that's helping clubs transform their training programmes and match strategies through data is ChyronHego. A global leader in live data-capture technology, ChyronHego has developed TRACAB, one of the most advanced camera-based player- and ball-tracking systems on the market.

Continued match-day success

The TRACAB system is deployed in around 300 stadia worldwide. It captures live tracking data on more than 4,500 games every year and is the official tracking technology for the English Premier League, German Bundesliga and Spanish La Liga. It has also been selected for other major tournaments organised by the Union of European Football Associations (UEFA) and Fédération Internationale de Football Association (FIFA). Ian Wray, Sports Industry Director at ChyronHego, says, "TRACAB comes as a complete solution, combining software and hardware. It's vital that both elements perform well on match days — if TRACAB has performance issues at any time during a game, it's bad news for the teams that rely on this data."

Great teamwork day in and out

As software specialists, ChyronHego needed to work with an OEM to provide the hardware for the TRACAB solution. This meant finding an OEM to deliver workstations that could reliably process the five-gigabit-per second camera feeds that deliver live tracking data during games. Wray comments, "We did our homework on the OEM companies available, and quickly concluded that the best choice was Dell EMC OEM Solutions powered by Intel Xeon processors."

"We're capturing 25 data points per second. ... That means our Dell EMC OEM workstations are crunching around 3.5 million data points per match."

Ian Wray, Sports Industry Director, ChyronHego



What makes a top OEM player

ChyronHego chose Dell EMC OEM Solutions because of the large portfolio of high-performance Dell Precision XL workstations with Intel technology. Being XL, the workstations offered improved image stability. ChyronHego also gained advanced notification of changes to the workstations' platform as well as services support during the transition period.

Today, ChyronHego is using the Dell Precision T7810 workstation with dual Intel Xeon® E5-2640 v3 processors, a solid-state drive system and two 3.5-inch storage hard drives. Wray says, "Our Dell Precision workstations include additional PCI Express (PCIe) network cards for 10 gigabit Ethernet connectivity. They also include time-code reader cards, graphical processors and extra network interfaces. The workstations have more than enough power to perform image processing and analysis, while running tracking algorithms to capture all the positional data from a game."

Data-driven sporting success

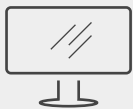
Today, TRACAB is helping clubs develop training programmes to give players and teams the fractional increases in performance they need to win matches. The processed data from the Dell EMC OEM workstations with Intel processors provides not only live match-day information, but also an opportunity for clubs to look more closely at players' strengths and weaknesses.

Wray says, "We're capturing 25 data points per second on players and the ball. That means our Dell EMC OEM workstations are crunching around 3.5 million data points per match. We've been capturing data on thousands of football matches and baseball games over the last decade. In that time, we've collected more than 100 billion positional data points. This huge amount of raw data is driving a new and exciting evolution in analytics that will help sports teams and organisations identify trends and patterns in play."

VR — the next challenge

ChyronHego is now working on developing its software technology to embrace virtual reality (VR). "It's the next step in the world of sports training," says Wray. "Through VR, clubs can rerun game events that are totally immersive. Players feel like they're back on the pitch. We're looking forward to working with Dell EMC OEM Solutions and Intel as we build our VR capabilities and continue to transform the way teams seek to ensure success on the field."

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