



# Global Bookmaker CONTROL ROOM OPERATIONS

CASE  
STUDY

## Our Client

A global bookmaker based in the UK, that operates worldwide, offers betting either by phone or online as well as at their licensed betting offices. In addition to its online sportsbook operations, the company offers online casino, bingo and power games.

## The Challenge

To simplify and automate some of the operations taking place inside their broadcast control room, by integrating and controlling a number of 3rd party systems such as video feeds, cameras and vision mixers.

## Our Solution

IDS has been programmed to control, reference and distribute content through their router matrix, which had up to 400 cross points. All the cross points were then referenced on an IDS Touchscreen to simply the control process and make distribution easier.

IDS was tasked with integrating with their vision mixer solution Tricasters to control a number of systems, such as;

- Video Feeds
- Race track video feeds
- Cameras
- Video Playback
- Requirements to also assist with input in video overlay
- Virtual studio control
- Routing and control of audio outputs
- Granular control and deployment of applications
- Select inputs available from the NDI listing
- Apply a key to an input, Crop an input
- Start/Stop video

### *Audio desk control*

- Control faders
- Assign audio faders
- Record and stop recording

### *Video processing control*

- Assign and display 4x DSK onto each of the M/E's
- Select inputs available from the NDI listing

Their replay system "Newtek 3Play" is used to capture an event in a recording. It can then modify that recording to a defined request, such as speeds, freeze frames and such. IDS was configured so that it could start a recording, change the job speed of a shuttle and mark in and out on a clip.

The graphics system front end the client used was Lyric X system, which had a key and a fill output which goes into the vision mixer. IDS was set up to integrate with the following;

- Database reference integration
- Command triggering via telnet
- Call in of race data
- Select races
- Manipulate pre and post race information
- Split screen commentary and race visuals
- Custom triggers such as betting odds, horse focusing etc, custom messages (from a preselected database)

Inside their studios IDS provided studio information such as live feeds, clock and tally information, branding and timing and countdown information.

