

## SUCCESSFUL CASE



### DATA PROJECT

**System:** 3G Broadcaster

**Date:** 22 February 2007

**Customer:** Air TV

**Briefing:** 3G Broadcaster software supplied to Air TV for the broadcasting of the Formula 1 in a first time ever mobile TV coverage

Createcna got a special focuses on the Sports Market using **3G Broadcaster**, pioneering system in the distribution of contents to the Mobile devices.

Spain is an inexhaustible source of sport events, a great appointment to be in touch with the advertisers and the professional leaders of the market: like promoters, investors, public administrations, and financial organizations. A unique opportunity to commercialize your event.

In each edition the sport events, Spain got the first positions at world-wide level the amplest supply of leisure and entertainment, Soccer, Basketball, Super bike, Tennis, Moto gp and **Formula One** that already have bet by our technology, becoming the first company transmitting the **F1** live through 3G mobile cell phones.



## CUSTOMER CONTACT

**Name:** Antonio Mezquida  
**Address:** Air TV, Madrid  
**Phone:** 91 Fax: 91  
**E-mail:** [info@air.tv](mailto:info@air.tv)

## PROJECT DETAILS

### Features Requirements

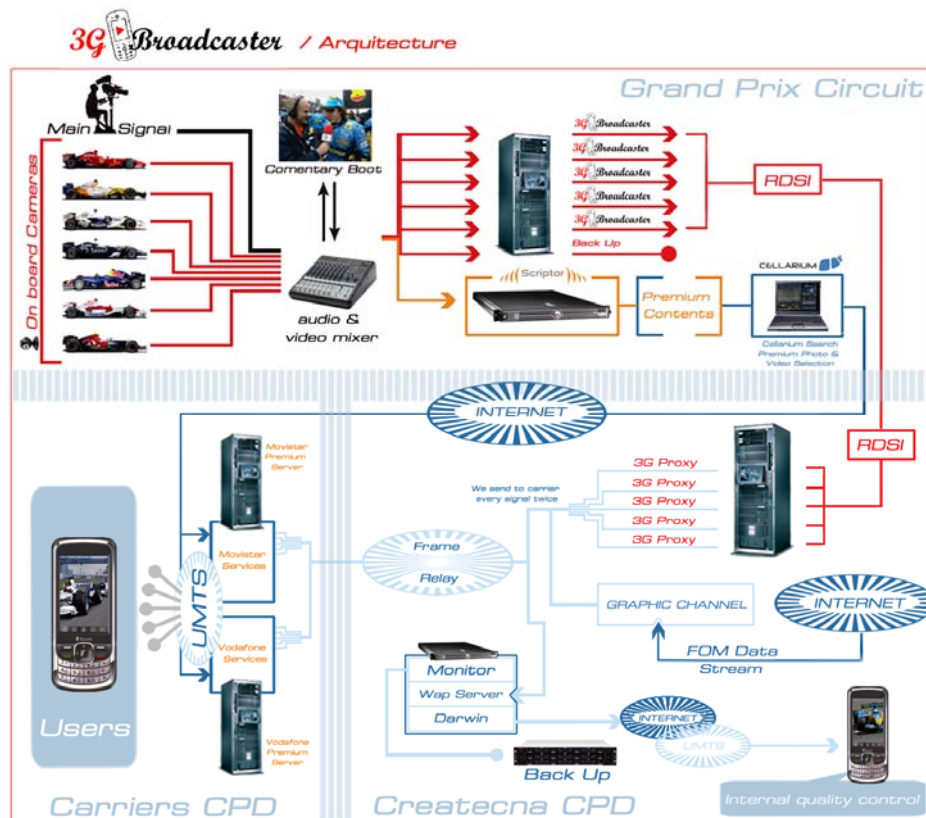
To build up the F1 channel, air TV needs to Broadcast to all de operators on Spain, and international signal from each circuit and receive the audio and video signal on real time to any 3G mobile phone.

Air TV basically were looking for a very friendly system to switch cameras inside the driver's cockpit; viewers can choose which camera angle and which car they wish to see the racing from, live, switching between cameras whenever they wish.

And a 24H channel when live racing is not being Broadcasted, the end users can pick up data on the F1 drivers and teams from a separate channel on Air TV.

### System Architecture

3G BROADCASTER is an application that digitize and optimize standard signals of audio and video for transmission to a compatible devices with the 3G network, being able to broadcast and already recorded file as the origin of the emission



Broadcasting simultaneously through Internet and mobile phone.  
Admits standard video signals PAL/NTSC, SDI, HD, etc  
Emission Profile configured by the user, codec's supports of emission (video) MPG4 and H263, (audio) AMR.  
Admits the direct emission to multiple servers of destiny or through a 3G Proxy\*.  
Compatible with Darwin and Real Helix Streaming Server.  
Load and save parameters for re usability and optimization tasks.  
Recording at the same time in high quality format, a profile recording independent to the emission.  
Incrustation of a graphic layer on the video signal.

## Software Development

A complete special develops to follow the race like choosing the point of view of the camera and the real time continuous data channel

This is the f-1 broadcaster experience

You can see a live Demo at  
<http://wap.createcna.com>

