

## Managed Sports Services



Clear communications at 350km/h

**Often the size, weight, or functionality of an existing product or technology is not sufficient for the challenging environments where they must perform. For this reason our Managed Sports Services division develops tailor-made products that are suitable for very specific applications.**

From crew communications and wireless video for professional motorsports (F1 and DTM), air races (Red Bull) and even mission-critical projects like the Stratos jump, our resume now includes services for referee communications. For this challenging new requirement, Managed Sports Services has developed customized hardware and software in combination with providing dedicated Riedel engineers, both on-site and remotely, to ensure the smooth implementation of our services.

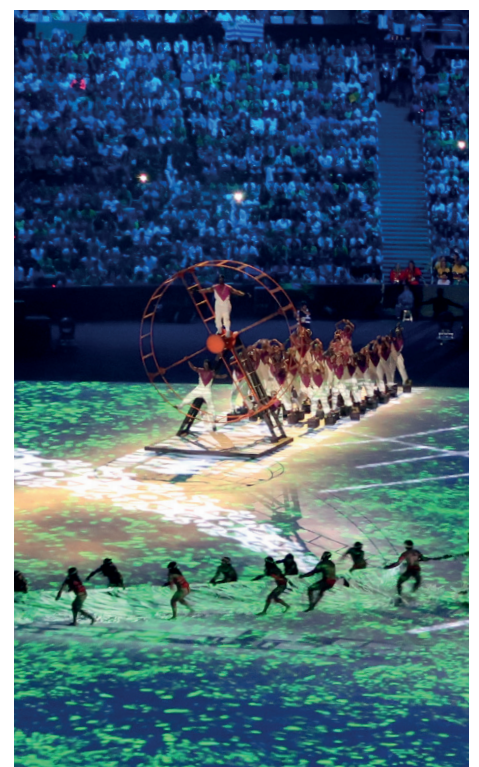


Stunning pictures at 12G through reliable wireless video links and HD cameras

Our hardware and software innovations, along with our teams of dedicated experts, are integral parts of the Managed Sports Services offering. Then, only through close cooperation with the sports leagues and governing bodies can these technologies be adequately tested and made available. It might seem like a lot, but the end result speaks for itself – images and conversations that bring the audience closer to the action.

**As a technology company, Riedel embraces the broadcast innovations that are an inherent part of sports productions.**

Every-day events make use of readily available technologies to handle signal distribution for video, audio, data, and communications. But today's sports productions require more and more sophisticated technologies and infrastructures that can often require high levels of customization. Well aware of this new media landscape, event producers and sportscasters must now adapt their approaches by demanding technologies that are able to keep pace with these changing requirements. Only in this way can the uniqueness of each sport be properly showcased to the viewers at home. This is the mission that Riedel accepts and we strive to become part of our customers' success stories by developing the innovative new infrastructures and products that we call "Managed Sports Services".



Creating unique experiences and smooth workflows at opening and closing ceremonies with six-channel Riedel mass-cast devices



Custom-engineered solutions include antennas and in-car radios

## Communications at F1

Riedel's custom-engineering creates seamless, real-time communications between race control, teams, and drivers, making Formula 1 even more exciting for motorsport fans around the world. Involved in this racing series since 1993, Riedel manages all audio and video feeds received from the racetrack and distributes them to all racing teams, their factories, the F1 governing body, and the host broadcaster. A dedicated team of 20 engineers sets up the systems onsite and supports all teams and authorities each race weekend throughout the entire season.



F1 Car Radio

## Referee Communications in the Bundesliga



BOLERO S

The 1<sup>st</sup> and 2<sup>nd</sup> German Bundesliga, as well as other European football leagues, rely on Riedel's Bolero S for bulletproof referee communications at all of their matches. Bolero S connects the referee with his on-field assistants and with the Video-Assist-Center in Cologne.

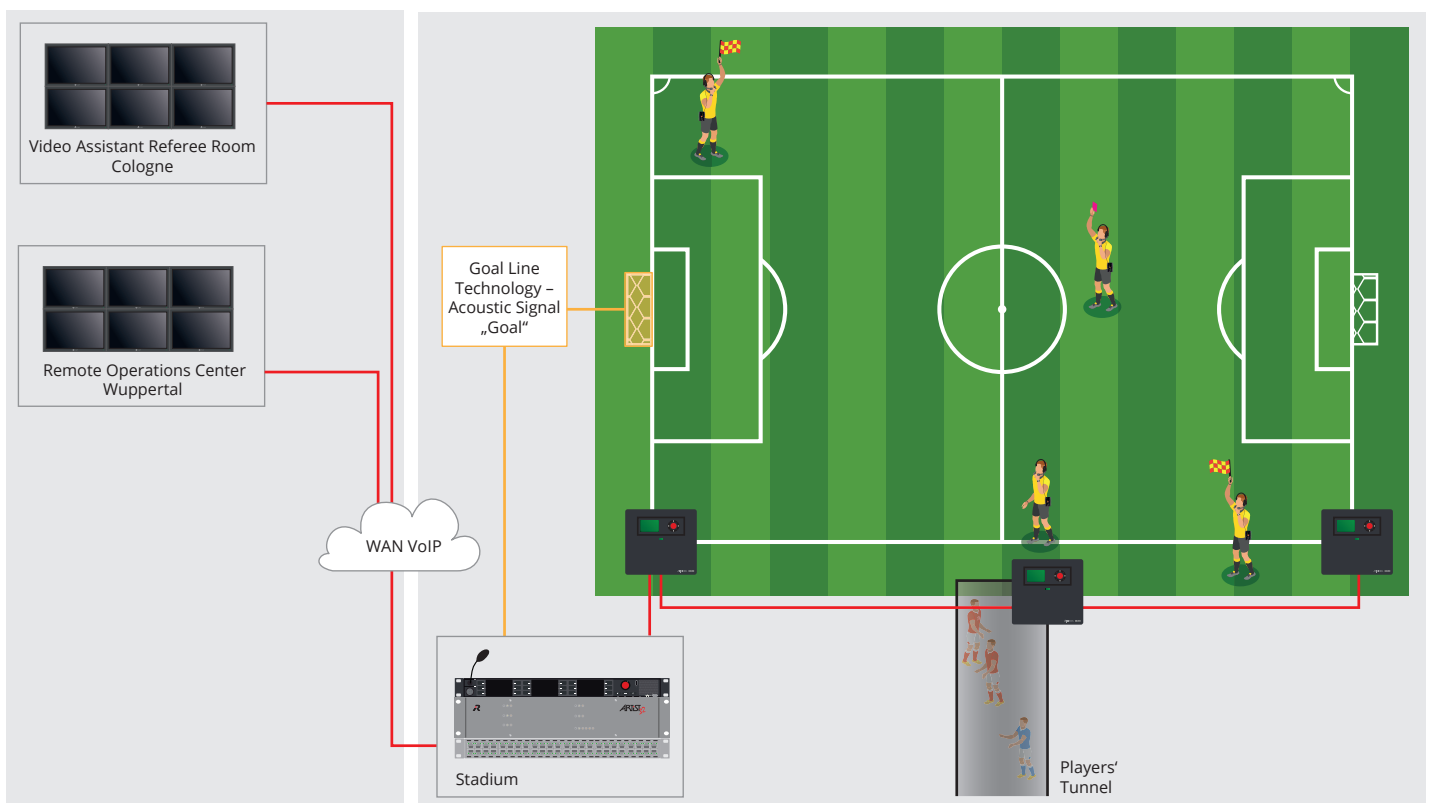
Along with custom engineering, part of the Managed Sports Services is the support provided by our Remote Operations Center (ROC) in Wuppertal. There, trained staff can dynamically monitor and adjust audio levels to ensure optimal performance.

Other sports leagues around the world are looking closely at Bolero S for their referee comms while new applications like coach communications are being trialed by several high-profile clubs.



BUNDESLIGA

Connecting referees in Germany's top football league



## Contact

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