

Sports TV in the Internet for Everyone

Grid-TV and Simi offer Sport Leagues their own TV stations and game analysis instruments

Gruenwald/Munich (Germany), October 6, 2006. Grid-TV and Simi Reality Motion Systems enable TV stations for leagues by the IPTV portal Liga-TV.com – which will be seen on www.Liga-TV.com and www.League-TV.com. Both main players have signed the according contract a few days ago. Clubs, leagues and sponsors can implement the stations in their homepage, which will be presented on the platform Liga-TV.com as well. Thereby even games from smaller leagues can be accessible. Moreover the leagues get the motion analysis software MotionTouch to edit the games in a TV-compatible way and for an analysis of the games as well as for the players, and also the software TV Edit for the individual program planning of any station. Thus, there will be an independent TV station for any league and sport, which doesn't only show the games but also offers valuable background coverage.

“The games of smaller leagues cannot be seen on TV yet. Therefore we were looking for a way to give a broader audience access to these games - which is also of interest for the sponsors”, explain Ingo Wolf, founder and owner of IPTV provider from Gruenwald, and Philipp Russ, responsible for League-TV at Simi in Unterschleissheim. Because of that, Grid-TV, acting in concert with Simi Reality Motion Systems GmbH, which is a micromotion study software provider, is building up a new League-TV web portal for more than 50 forms of sport with immediate effect. Thus - thanks to their respective league - clubs have an IPTV broadcast station of their own, which they can also integrate into their homepage. On the sponsors' and leagues' pages the channel can also be integrated and thereby, the number of viewers will be increased.

Moreover, the broadcasting station operator will receive the MotionTouch software to edit their games and to analyse their own games as well as those of other clubs. “Thus, the training can be purposefully improved and the players' and the team's performance increased”, Philipp Russ says. With MotionTouch the games can also be edited in the way that sponsors' clips are inserted at self chosen points or that the most beautiful scenes are presented in slow motion and with other functions.

The clubs can either produce video material themselves or obtain production assistance from Grid-TV. For the background coverage, the IPTV provider will allocate their virtual studio, where, for example, league stars can be invited. The TV-edit software enables the broadcast station operator to generate a program flow for their 24/7 broadcast station. Apart from the running program it is possible to watch the on demand program and to use the functions of the MotionTouch software.

The web portal will probably be launched at the end of October and be broadcast on www.Liga-TV.com and on www.League-TV.com. "By now there are many inquiries from leagues and the first contracts are in preparation", Wolf says. The portal is of interest to the international market, too. According to Wolf, very great international leagues have indicated interest. After the portal has been launched in Germany it will first be extended to England and France and then to the USA.

In addition to the several broadcast stations of the leagues, the portal will also feature a player market on which coaches and clubs have the opportunity to watch the single players closely using the analysis instruments of the Simi Software Motion Touch when looking for new talents.

The single broadcast stations can be financed either by membership fees of the associated clubs or by sponsorship funds. As the games are broadcast via IPTV and will therefore be watched by a considerably larger amount of viewers than usually, the clubs may expect higher sponsorship funds. By now there are many inquiries. Those leagues that are interested are requested to contact Simi or Grid-TV.

About Simi:

Simi Reality Motion Systems GmbH offers a wide range of software and hardware for applications in the fields of sports science, physical education, medicine, industry, entertainment and behaviourism. It includes software and turnkey solutions for motion capture, automatic tracking, coaching, athlete feedback as well as a notational system and motion analysis for scientific and educational purposes. Based on the experience of many years, Simi offers innovative systems in many fields.

About Grid-TV:

The core competence of Grid-TV is the international development of IPTV networks. Holding a patent for operation of 24/7 programs over IP-based media, the company establishes country wide and regional networks through affiliates or joint ventures. These networks are interconnected through the International Playout Center in Munich such providing the ability of crossborder content exchange and international IPTV program. FileLoadBalancing neuronal net, TV-Edit and TV-Serve technologies developed by Grid-TV enable unique, target-group specific, global TV based on common internet streaming software over all communication channels such as satellite, terrestrial, cable, UMTS, GPRS and Internet.

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