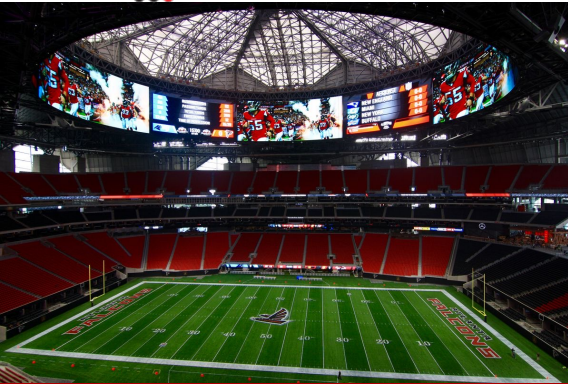




CASE STUDY



“With the help of BitFire, we were able to transmit non-delayed embedded video of the radio broadcast to our owner. This was incredibly well received due to the low latency and high quality of sound and video. The customer support and technical team were always very attentive to our needs and available when needed.”

*Ben Dolinky
Chief Broadcast and A/V
Engineer,
Mercedes-Benz Stadium*



CHALLENGE

- Executives from the Atlanta Falcons enjoy traveling with their team. While on the road, they appreciate the enhanced experience of watching the game while listening to play-by-play from their local radio announcing team.
- Due to COVID-19 travel restrictions, most broadcasters couldn't travel with the teams or call the games on the road.
- Falcons' executives needed an innovative solution that married the television feed of the game with the radio call from the Falcon affiliate's radio announcing team.



SOLUTION

- BitFire Networks once again created a customer-based solution to a unique challenge.
- Using a combination of BitFire's browser-based FireBridge solution and a 1 RU BitFire server, broadcast feeds from Atlanta are transmitted to the traveling team's destination through the Control Room at Mercedes-Benz Stadium.
- That video feed was married with the team's radio broadcast to provide a real time broadcast viewable on a secure FireBridge link.



RESULTS

- With BitFire's solution, Atlanta Falcons' executives can enjoy watching road games with the added luxury of listening to their local radio broadcast in real time, with absolutely no delay.
- This solution has opened an infinite number of possibilities for hundreds of teams to enjoy similar benefits of marrying real time radio audio with a live broadcast television game signal while on the road.