CASE STUDY

SKYCAM

"While the Pandemic has accelerated everyone's timetable for remote initiatives, we found BitFire has a mature solution and platform already in place."

Stephen Wharton
*Chief Operating Officer,
SkyCam LLC*

CHALLENGE

- SkyCam provides one of the highest levels of no fail-always on technical and operational expertise in broadcast on each of its deployments. In the face of challenges of 2020, the company needed to continue to deliver on their brand without compromise.
- SkyCam needed a reliable partner with remote technology capabilities to complement its mobile aerial camera coverage of some of the biggest NFL and collegiate football games of the season.
- With an abundance of caution, SkyCam needed the ability to have executive control and troubleshooting oversight as well as the capability for remote operation if the need should arise.

SOLUTION

- SkyCam's video feed was encoded through BitFire Transport Network servers and was then sent to browser-based FireBridge, where operators had access to two channels of intercom communications with the remote venue site, including RF audio.
- Feeds were overseen by BitFire's manned Network Operations Center (NOC) in Boston, as well as multiple distributions to SkyCam's headquarters in Fort Worth, and a new Remote operations center (SkyNOC) located at KNOC/Altitude Sports in Denver.
- In addition, there were two regional oversight locations – one by a pilot working out of his home in Oregon, and the other, an operator based in Vancouver, Canada.

RESULTS

- For the first time in history, the BitFire and SkyCam combination unleashed the reality of monitoring, operating, and communicating with SkyCam's WildCat® systems in real time, via a browser, from disparate, remote locations.
- Having access to technology that allows SkyCam to provide an increased level of service that complements their onsite personnel, and actually increased their oversight and technical capabilities, is core to SkyCam's values, vision, and technical roadmap.
- BitFire continues to demonstrate to SkyCam that they are an agile, trusted partner to not only be a technology provider, but really listen to and understand their specific needs and budget constraints.

BitFire