

# “Fancy” Footage

## Becoming the norm for Video Analysis and Sports Broadcasting

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Video technology in the fields of sports analysis and broadcasting media has grown and improved drastically over recent years. This is most likely due to the growing need for both broadcasters and athletes alike to seek that “edge” over their competition. The benefit of video analysis for movement and technique is it provides visual stimulus to the viewer or athlete in picture. With the aid of new technology systems, video footage becomes more interesting and more appealing to the on-looking spectator. For the athlete, closer, more specific, or detailed video analysis of sporting performances speeds up the learning process by means of mental imagery and objective feedback and often leads to performance improvements.

Dartfish® is sport enhancing analysis software that allows broadcasters, biomechanists, video analysts and coaches alike to break movements down into simpler segmental components. The software incorporates tools with the ability to compare different video clips or performances, closely analyse video footage in slow motion or frame-by-frame speeds, measure angles, measure distances, and trace trajectories of moving objects and paths of motion. With the technology it uses, Dartfish® opens new doors to sport analysis and broadcast enhancement, enticing viewers from a more unique and almost entertaining perspective. There are many different good quality sports analysis software packages available out there. Some software



packages are aimed at specific sports, others have more specific target uses. One of the things that sets Dartfish® above the rest, however, despite its numerous functions, and universal target market, is that Dartfish® has its own unique, patented, user friendly analysis tools known as the **Simulcam** and **Stromotion** that put it that notch above the rest when it comes to analysis broadcasting.

## Simulcam

Simulcam allows the user to directly compare and overlay different video clips of the same movement type. Using this tool, one can compose 2 athletes competing at the same time, into a single video showing both athletes seemingly competing together. Simulcam displays the relative position, speed and posture of each competitor at each instant.

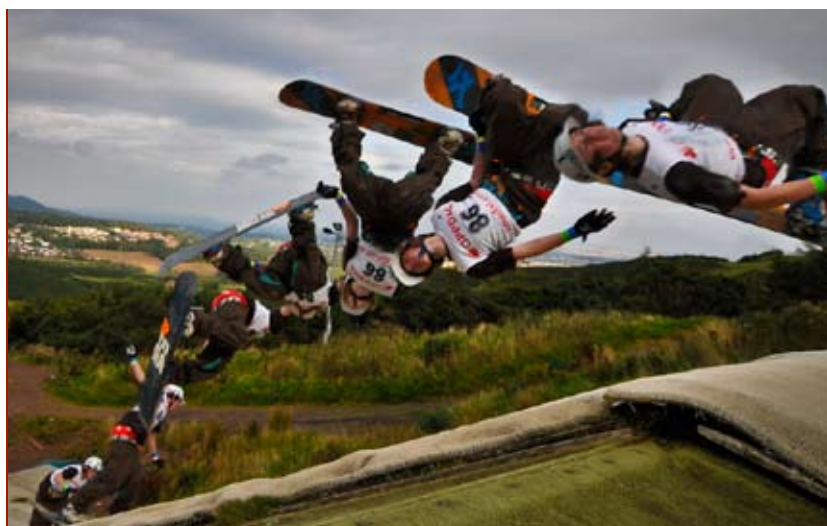
On the rendered video, the competitors appear semi-transparent where they overlap and solid where they do not overlap. This allows the user to contrast and compare the position, style and trajectory of different competitors in analysis of the given performance.

The use of Simulcam plays a big role in modern day athlete scouting, where it allows a coach or analyst to compare their athletes to other athletes or potential competitors, or a given norm for that performance.



## Stromotion

Stromotion is a tool that makes still images or “clones” of a moving object as it progresses through its environment. The use of Stromotion creates a video of trajectory that reveals the evolution of an athlete’s movement, the execution thereof, technique and style over space and time. It allows the viewer to see a movement steadily unfold by compounding still images into a frame-by-frame sequence. In laymans terms, it allows the means to analyse rapid movements where the moving object is viewed as a series of static images along the moving objects trajectory.



Living in this day and age, with the continued use and improvement of technology, and the separation between success and failure becoming smaller, it is only realistic that athletes and broadcasters alike start seeking new means of attaining success. The advantages of video analysis are indisputable, but these Dartfish® tools take broadcasting to a new level and allow athletes to find that “edge” through video analysis of their performances and fine tuning the smaller details in the lead-up to perfection.