

Editshare goes Courtside at Wimbledon



The Lawn Tennis Championships at Wimbledon is one of the premier Grand Slam events on the professional tennis circuit. Over 13 days in late June and early July, more than 250 players compete in the Gentlemen's and Ladies' Singles matches.

During the same fortnight, 176 Doubles teams compete.

There are also more than 200 highly competitive matches for boys, girls and seniors. The high level of play attracts a world-wide audience and a host of international broadcasters.

The 2007 matches crowned Men's Singles winner Roger Federer in an awesome fifth consecutive title. Venus

Williams snagged her fourth Ladies' Singles trophy, making history as the lowest seeded player (23rd) to capture that prize.

The Challenge

Editor Andrew Burrows specializes in sports coverage and his Wimbledon responsibilities for a major sports network kept his bouncing from court to court. Burrows was responsible for producing the highlight and wrap-up material for a Singapore-based, cable and satellite venture that broadcasts throughout Asia. Many matches were covered live. Burrows produced a daily roundup of the action, next day previews, show teasers as well as a weekly hour-long magazine show. His small team also produced several short features and sidebars. Once the matches began, there was

full-stop activity on at least 3 courts at the same time, generating large volumes of video.

"Dealing with all that content at the same time presents a major challenge," says Burrows. "We needed to sort through each day's material quickly to find the best shots. Even for a short tease we often feature 4 or 5 players. The 3-minute wrap-ups allow for longer play shots, but it's still a lot to pour through."

The Solution

Burrows decided to use three, 3TB EditShare Field™ units, (supplied by EditHeaven in London) to simplify his workflow. The EditShare Field™ is the world's first portable shared storage solution. It's compact and ruggedized, perfect for field work. Like all EditShare media sharing and storage products, EditShare Field™ supports a wide range of editing and compositing applications including products from Adobe, Apple, Autodesk, Avid, Canopus and Media100. EditShare Field™ stores audio and video files in a central networked location and connects to laptops and desktops over standard Gigabit Ethernet. The EditShare Field™ supports all SD and compressed HD resolutions (including DNxHD). Its rules-driven workflow ensures no data is accidentally overwritten or destroyed, enabling small editing groups to work with maximum efficiency and creativity.

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