

Roku's BrightSign scores with the NRL Video Referee

Finding a solution for the National Rugby League's Video Referee that was reliable and simple to use was critical to their decision when upgrading the system for the 2010 season.. With fans at the game and the live television audience waiting for a decision with bated breath, employing the correct system was crucial to the success of the video referee.

The decision to upgrade from the SD solution to a new solid state HD solution was made taking into account the trend of more and more matches being broadcast in HD on pay television and free to air in Australia it was a natural progression for the Video Ref platform to move to HD as well. Whilst the broadcasters have moved to digital and HD transmission, not all venues were ready for HD digital signals, so we needed to maintain the current SD analogue feeds, as well as introducing digital SD & HD feeds. After evaluating numerous hardware solutions, the Roku media players were chosen to provide the interactive HDMI source output that feeds our broadcast converters to provide multiple analogue SD and digital SD & HD outputs.



Roku's BrightSign HD410 Solid State player provides a small, easily programmed media player, that is easily interoperable with hardware buttons and the broadcast video output components required for the portable TechMedia HD Video Ref platform. The BrightSign HD410 can be controlled with a simple playlist that indexes the media files to play and loop. To interact with contact closure buttons or touch screens, the BrightSign HD410 supports interactive playlists. You simply create your media files — photos, video, audio files — using off-the-shelf tools you're already familiar with assign the files to the hardware in the playlist, then simply copy those files to an inexpensive SD memory card, plug the card into your BrightSign media player, and you're done. No complex code writing or IT support required. Everything you need is included with BrightSign media players — the hardware, the software

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and the networking support, there is no need to integrate separate or disparate components.

“We were looking for a small stand-alone solid state HD media player that we could program ourselves. The BrightSign HD410 provided the interactivity we needed plus a wide range of supported HD media types. The SD media slot made it easy to do the necessary animation updates as the different logos change” said Norman Cantrell, Techmedia Managing Director. TechMedia has been involved with the NRL providing their Video Ref solutions for over a decade.



Inside the Video Refs black box the BrightSign HD410 is connected to 4 buttons “Try, No Try, Refs Call & Benefit of the Doubt on the outside. After reviewing the video footage the official video referee pushes the corresponding button to his decision. The BrightSign HD410 then plays the video file to the big screens at the venue and simultaneously the same time sending a signal to the broadcast vans doing the outside broadcast. And the crowd roars if they agree or disagree with the decision – that’s sport and Roku BrightSign.



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About IDT

Image Design Technology (IDT) is one of Australia's premier importers and distributors of world leading audio, video and data distribution and display technology. IDT works with resellers and integrators servicing various AV applications including: government, corporate, retail, education, digital signage, command and control rooms and pub, club and entertainment venues. Representing local and international brands with products built and engineered to the highest quality, IDT offers a total solution to organisations seeking a first-rate audio, video and data distribution and display system. Brands include: Avitech, Calypso Systems, Communications Specialties Inc., DVE Telepresence, HaiVision, Jupiter Systems, Magenta Research, Marshall Electronics, NEC, NextWindow, Obonok, Planar (formerly Clarity Visual Systems), Roku and Samsung.

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About Roku

Roku develops products and software for digital media delivery including digital signage in Saratoga, CA. BrightSign solid-state digital sign controllers set new standards for both individual and networked digital signage applications with its superior video quality, reliability, price, ease of use and interactivity. Online information on BrightSign units is available at www.brightsign.biz.