



MEDIA INFORMATION

FOR IMMEDIATE RELEASE
Thursday, January 12, 2017

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FOX SPORTS TEAMS WITH INTEL FOR NEW PLAYER'S-EYE VIEW OF SUPER BOWL LI

**Unique Technology the Latest from FOX Sports Lab in Year that Saw
Aggressive Use of Virtual Reality, Aerial Drones, Big Data & New Cameras**

**Davies: 'From the Beginning, Seeing and Breaking Down the Play from the Player's Point
of View is the Undiscovered Country of Sports Broadcasting'**

FOX Sports, through its FOX Sports Lab initiative, is delivering on its ongoing investment in production technology and its effort to team with technology leaders with a first-of-its kind Super Bowl LI project that gives viewers a truly unique field-of-vision perspective of the most-watched sporting event of the year.

Using technology provided by Intel, FOX Sports introduces the "Be the Player" enhancement, a feature that displays a POV perspective from any player on the field without ever having a physical camera attached to the player.

"We tasked Intel to push their amazing Intel 360 Replay technology to the limit of what it could do, using their array of cameras circling the stadium to synthesize a player's view on the field," said Michael Davies, FOX Sports SVP of Field & Technical Operations. "The cameras, backed up by a huge bank of Intel computing power, allow a moment to be recreated in 3D space, so that a 'virtual camera' can be placed at the player's eye line -- not unlike how limitless camera views can be created in video games.

"From the beginning, seeing and breaking down the play from the player's point of view is the undiscovered country of sports broadcasting," Davies added. This broadcast enhancement is like no other -- it literally brings the audience down to the viewpoint of the player at the critical decision-making moment. What other choices did he have? Was his sight blocked? It all looks much different from field level, and can assist our announcers in describing what actually happened on the field."

Sneak Tech Peek:

http://video.foxsports.com/partners/img/foxsportslinks/CFB17_INTEL_REPLAY_v2_DVC_F.mp4

The FOX Sports Super Bowl LI production effort includes more Super Motion and 4K cameras than ever before, and will use three production trucks and more than 30 cameras to deliver more than 20 hours of programming a day from Discovery Green in Houston, in addition to 70-plus cameras at NRG Stadium covering the game.

“We, as broadcasters, are always trying to provide the viewer with something they’ve never seen before,” said Zac Fields, FOX Sports SVP Graphic Technology and Innovation. “With this new ‘Be the Player’ technology, it is now achievable and we are incredibly excited to debut this at the Super Bowl on FOX.”

FOX Sports Lab, a designed approach to exploring technical partnerships that give viewers a fresh perspective and ad sales teams more targeted sports integrations, had a busy year in 2016, using aerial production drones at the U.S. Open Championship, as well as teaming with a pair of industry leading virtual reality companies to deliver a VR broadcast of more than a dozen major sporting events, including the Daytona 500, a Premier Boxing Champions title fight, the Big East, the U.S. Open Championship, Men’s Basketball Tournament, the Bundesliga season opener and multiple college football games, each progressing the rapidly evolving technology.

In addition, FOX Sports teamed with GoPro in November to offer a first-ever POV camera from the hat of referees working the Big Ten Championship Game.

For more information on the work going on through the FOX Sports Lab initiative and FOX Sports’ coverage of Super Bowl LI, please visit [FOX Sports Press Pass](#).

ABOUT FOX SPORTS

FOX Sports is the umbrella entity representing 21st Century Fox’s wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, FOX Sports includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FOX Sports includes the sports television arm of the FOX Broadcasting Company; FS1, FS2; FOX Sports Regional Networks, their affiliated regional web sites and national programming; FOX Soccer Plus; FOX Deportes and FOX College Sports. FOX Sports also encompasses FOX Sports Digital, which includes FOXSports.com, FOX Sports GO, Whatifsports.com and Yardbarker.com. Also included in the Group are FOX’s interests in joint-venture businesses Big Ten Network and BTN 2Go, as well as a licensing agreement that establish the FOX Sports Radio Network.

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