



HAWKEYE
INNOVATIONS



SMART Replay for Horse Racing

www.hawkeyeinnovations.com | www.pulselive.com

SMART REPLAY

Hawk-Eye Innovations has built a reputation around the world for delivering first class technology reliably and accurately to assist officiating and to enhance sports broadcast. Since its inception in 2001 Hawk-Eye has changed the face of several sports, most notably Cricket and Tennis where the company's roots in ball tracking technology are still an integral part of both sports.

Hawk-Eye gained access to new technology and R&D when it became a subsidiary of Sony in 2011. This allowed greater scope for technology solutions to be developed that were both outside Hawk-Eye's core areas but also outside of standard broadcast solutions. One such development was the SMART Replay system which was designed to improve the way in which video referring occurred by taking control of the footage away from the broadcaster and placing it in the hands of the officials themselves.

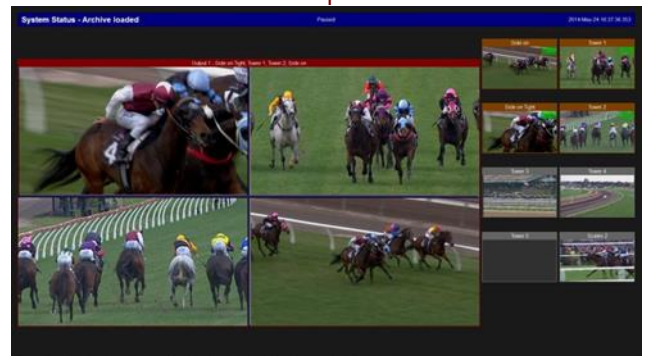
Within Horse Racing, SMART Replay will make use of existing television broadcast cameras allowing race stewards to view incidents during a race from a variety of camera angles simultaneously, all the while, creating dynamic split screens. Additionally, stewards will have the ability to digitally zoom in on particular areas of interest.

SMART Replay will increase the speed and accuracy of the decision making and reduce the number of subsequent appeals. Incidents in question can be recorded off in HD, along with the rest of the race meeting, to create an archive of footage to be used in appeals or simply reviewed internally with access to all the angles. The capability of this system also makes it an ideal training tool to aid apprentice jockeys learning their trade away from the race track.

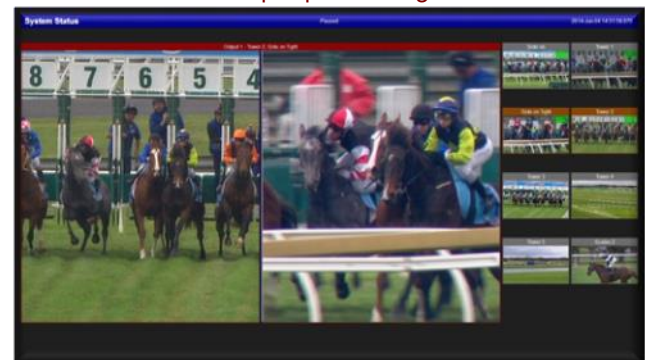
Normal Angle / Zoomed in angle:



Excessive use of the whip:



Careless and/or improper riding:



Incidents in the stalls:

