



The Crew Report Article:

Electronics Guru:

Follow the 32nd America's Cup on TV, Laptop or Mobile Phone



There isn't long to go before the Louis Vuitton Cup 2007 signaling the start of the 32nd America's Cup in Valencia. Spectators will be able to follow all the action as never before via a range of high tech media. At E3 Systems, we are already taking orders from boat teams and individuals preparing vessels and shore side operations for this event. Whether you are sitting in a bar in Palma, an office in Cape Town or following the action on the water, this year's racing has full TV coverage as well as the Virtual Spectator package 'America's Cup Interactive', which you can install on your PC, laptop or mobile phone. You will need GPRS, 3G, WAP with Java Script on your phone. The TV companies with the rights to AC 2007 are listed at the bottom of this article and the AC-Interactive package is available to purchase from the event website, www.americascup.com. You can also keep up to speed with the latest RSS news feeds from the website to your laptop or phone.

Sue Ashworth, Commercial Manager of Sky Sports said: "Sky Sports will use the latest TV technology to make the America's Cup gripping for all of our viewers. There will be virtual graphics, on-board cameras, computer tracking and all the best kit to take new followers and devoted fans to the core of this sport." At E3 we have been gearing up to meet demand. In addition to providing Sky TV viewing cards and receivers, we have also been advising customers on 'Europeanization' of on board TV systems (for boats coming from the US), antenna bandwidth and performance as well as some basic fault finding. We have also been busy with a programme of technical training and certification and now have close to twenty KVH- and Seatel-trained TV and VSAT antenna technicians in our Palma, Barcelona and Antibes locations.

In addition to on board TV, in recent months we have been looking at the 'Slingbox' or 'TV2Me' module. This is a device which plugs in to your TV decoder on one side and in to your broadband connection on the other. It enables you to receive the live TV feed from your TV to a PC or laptop wherever you are. It has already caused arguments while

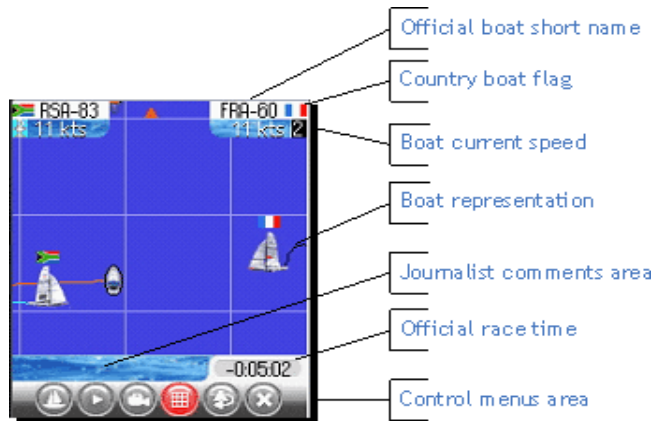


we have been testing it in our office. The girls may want to take a look at the daytime chat crap but by a majority of one, I have managed to ensure unbroken coverage of the cricket.

This product has a high bandwidth requirement so initially it will only be of interest to those who have the feed device connected to an ADSL line at the 'home' location (wherever the TV receiver is) and the remote location connected to another ADSL line or some other sort of high bandwidth. On a yacht, this could be a VSAT connection as long as it has sufficient Committed Information Rate or CIR in VSAT-speak (128Kbps up and down is about the lower limit). That being the case, it will only be an option to those with the deepest pockets as that amount of bandwidth does not come cheap. Most vessels will cover the TV requirement by having satellite TV receivers on board anyway. There are also quality issues as the remote TV feed is not HD quality by any means. However, for those owners who absolutely must have their local home TV this will fit the bill. (We will cover this in more detail in TCR once we have completed our testing.)

It will also find demand from those who want to follow the event in the office or while traveling. You can change the channel from your screen which is rather neat. You could also use it to pipe radio from home to work without going to the expense of an extra receiver in the work location. In the yacht market, it will also be of interest to those who cannot use the TV on board or want to view their own national programming when they don't have access to the TV antenna; those working on refits and new builds or on courses away from home for example. We were also quoted the example of using the VSAT at night for TV from home if your Russian owner is hogging the TV antenna. There are many permutations. However 3G HSDPA or WIFI/WIMAX connections will not be fast enough in most locations to use this device, not yet anyway.

They will, though, be fast enough for the AC-Interactive service. This has a 3D animation of all the races in real time. Interactive menus include different camera angles and archived animations and information from previous races. From the AC-Interactive Live Sailing web page, viewers will be able to follow boat speed, official race times, distance between competitors, times and distances from the start line, route maps, race position of individual boats, wind direction and the boat's course. The package will cost about €30.00 for the whole event and will be available from March onwards (see link below).



Screen Shot of AC-Interactive for Mobile Phone



So, where space and equipment allow it, you can create your own race monitoring cell just like the race teams. Alternatively, you can be just as well informed following the event on your phone. Whether you require a VSAT and TV solution with Sky Sports and the Americas Cup Interactive service running on separate TV screens, or just want to follow it on your phone, E3 Systems can advise you and supply you with all the equipment, connections and know how you need.

Tony Holland

www.e3s.com
www.americascup.com
www.ac-interactive.com



32nd America's Cup TV Right Holders

Rights Holder Broadcaster	Channel	Territory
Sporta	ARD, ZDF, NDR, Regional Channels	Germany
TVE (*)	TVE 1, TVE 2, Canal Teledeporte	Spain
NTV Plus	NTV	Russia & Confederation of Independent States
CANAL +	Canal +Sport/ Sport+/ Canal+ Premium/	France, Monaco, Dom-Tom, Andorra, Mauritius (exclusive)
LA 7 (**)	LA 7	Italy, San Marino, Malta, Vatican City
BE TV	BE TV	Belgium
Netmed Hellas	Supersport	Greece & Cyprus
Viasat Sport	Viasat Sport, ZTV, TV3, 3+	Sweden, Denmark, Norway, Finland, Estonia, Latvia, Lithuania & Hungary
SRG SSR	SF DRS, TSR, TSI	Switzerland
TVNZ	One	New Zealand
Supersport (South Africa)	Supersport	South Africa
OLN	OLN	USA, Canada plus Carribbean basin
B Sky B	Sky Sports	United Kingdom & Republic of Ireland
NOS	NOS	Netherlands (non-exclusive)

(*) Sub-licence to Canal Nou

(**) Sub-licence to Sailing Channel