

**SAMSUNG**

**Enterprise Edition**



## Bringing mobile technology to the fore



Productions

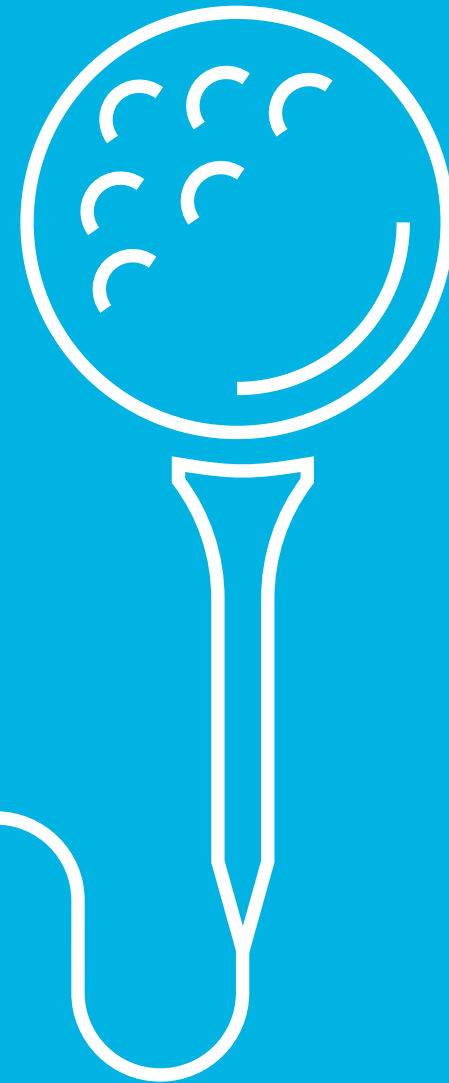
European Tour Productions reveals how using rugged devices to enhance their coverage is helping them drive towards better viewer experiences.

## Covering the action

Making sure every broadcast is on par.

European Tour Productions is the TV production arm for the PGA European Tour. Although it's a small business, the team covers more than 40 major golfing tournaments every year, recording the events for several major broadcasters, including Sky and The Golf Channel.

To produce the most engaging programming, the team needs to get information from the course back to the studio and the commentary team—often in pretty rough weather conditions. This includes everything from player statistics to up-to-the-second scores and all the action. With 2.35 million viewers watching live across various platforms, they need it instantly—to help commentators deliver the most up-to-date, accurate insights.



Neill Price is the company's Operations and Technical Manager. He explains how they recently turned to Samsung to help them streamline workflows, improve on-site communication and speed up how they gather and share data. **"We were looking at technology to help with challenges on site. We chose Samsung Rugged devices because of their hardwearing nature. I knew they were reliable."**





## Strong enough to stay the course

Devices that perform in the most challenging conditions.

With more than 40 events each year, the team moves around a lot—setting up in many locations around the world. That means their devices need to handle the knocks and bumps of being packed up and transported around. With military grade protection built in, Samsung Rugged devices are more than up to the task.



The devices also need to work in harsh environments. **“We can be in quite remote places,”** explains Neill. **“We can get terrible weather sometimes and, of course, we are exposed to the elements. So, we need something that’s durable and can put up with any conditions, but which is reliable and still operational.”**



In fact, while working at the recent Scottish Open, the team faced what Neill describes as, **“the worst conditions they’ve seen on a golf course in 25 years. It was a washout.”** But that didn’t stop them. The enhanced screen sensitivity and glove mode meant using the devices in the heavy rain was effortless. And with IP68\* water and dust resistance, the team could confidently use them anywhere on the course.

\* Resistant to dust and up to 1.2 metres of fresh water for up to 30 minutes (IP68).

## Closer to the pin

Providing insights from the heart of the action.

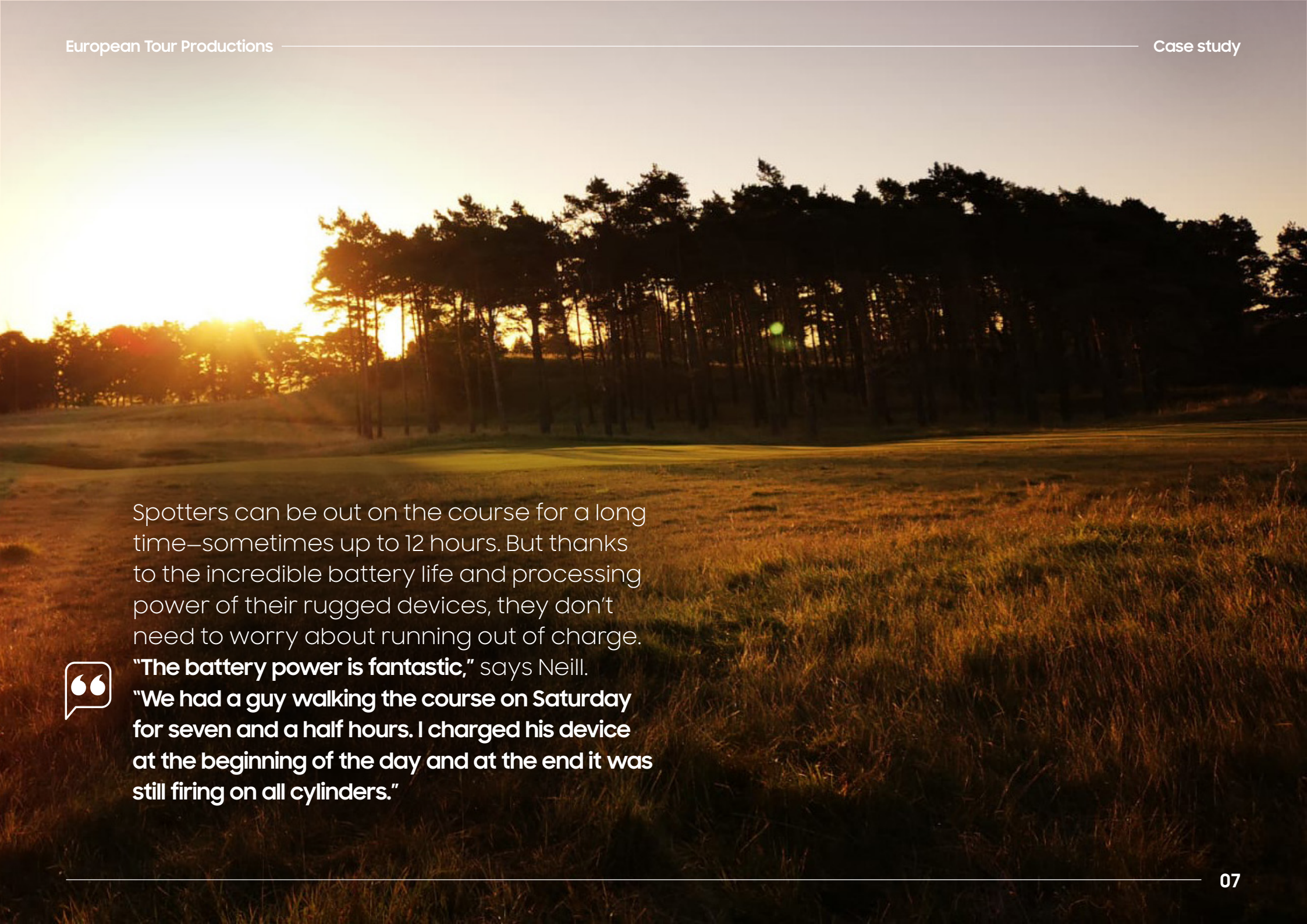
The team collects and analyses lots of information for the commentators to keep viewers updated with the latest action. It also enables the graphics teams to display scores and stats on screen quickly.



Neill says, **"There's so much data coming from the course now. We've got things like distance to pin information, player statistics and shot choices. It helps us with the storytelling."**

Much of the information comes from sports data company IMG Arena. However, the team supplements it with insights from its own people—'or spotters'—out and about, watching the action. Armed with Samsung Rugged devices, they can communicate from anywhere on the course. The on-course commentators also carry the same mobile devices, so they can access this information quickly, and use it to inform their commentary. Rather than using traditional radios—which only let them send data by voice—mobile devices let them relay information much faster, and with much greater detail, either via a dedicated on-site Wi-Fi network or mobile data. **"We don't have a lot of time,"** says Neill. **"We need our spotters to be there, giving information instantly."**





Spotters can be out on the course for a long time—sometimes up to 12 hours. But thanks to the incredible battery life and processing power of their rugged devices, they don't need to worry about running out of charge.



**"The battery power is fantastic,"** says Neill.

**"We had a guy walking the course on Saturday for seven and a half hours. I charged his device at the beginning of the day and at the end it was still firing on all cylinders."**



## Picture perfect coverage

Snapping the action where cameramen can't go.

The data gathered by the spotters doesn't only include statistical information. Using the built-in cameras, they're able to take high-quality images of where the ball lands after a shot—often in the rough or hard-to-reach areas. These images can then be used on screen as part of the broadcast, meaning on-site cameramen can focus on capturing footage of the players.



**"A still image sometimes tells a much better picture of what a golf ball's lie is,"** explains Neill. **"And because the quality of the camera in the mobile device is so good, it's much better than losing our camera, which really needs to stay on the player."**

The programmable keys also make things easier, as users can access tools quickly without having to unlock the device. So, in the heat of the action, they can snap a picture in seconds, or update info on the move, sending it to the production team without any fuss.



## Playing it safe

Keeping data secure is paramount for success.

Dealing with large amounts of information—especially when it comes from multiple sources—means security is highly important to European Tour Productions.

But they can rest assured that with Samsung Knox, everything captured is encrypted on the device and kept completely secure. **"Security is key,"** says Neill, **"because obviously there's a big question about integrity if that data is being used elsewhere. We need to make sure our networks are secure."**

Samsung are also on hand to help the company set up their devices so the IT team can update, manage and secure them remotely—ensuring they meet the company's security policies and without having to disable features for users. The devices also come with three years of enhanced support and, should something go wrong, they're covered by next business day replacement.\*

\*Included as part of Enterprise Edition. Services are also available as part of Knox Suite. Doorstep exchange with Samsung gold stock. Only available on XCover Pro, XCover 4s, Tab Active3 and Tab Active Pro devices.



## Eyeing up the next shot

Bigger opportunities are  
in range for rugged devices.

European Tour Productions are impressed with what they've achieved so far, giving their people the right tools to gather and share rich data in some pretty harsh environments. And they see great potential for using Samsung Rugged devices in new and different ways.



**"What's important to me is innovation,"** explains Neill. **"Staying ahead of the curve and coming up with new ways of capturing footage."** Not only could the data and images captured on the course be used for broadcast purposes, there's also an opportunity to enhance digital channels with extra content to increase fan engagement.

And it's not just the spotters and on-course commentators that can benefit from the devices. There's also potential elsewhere. **"I'm very interested in seeing how other people might use these devices,"** says Neill. **"It's massively exciting."**

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European Golf Tour Productions use the following Samsung devices

**Galaxy XCover Pro**

**See how Samsung mobile devices can help to free  
your workforce at [samsung.com/uk/rugged-range](https://samsung.com/uk/rugged-range)**