FUJITSU

Studio Automated

Making every sport available for anyone, anytime and anywhere

From fully automated video productions (local or in the cloud) to video streams that empower viewers to become the "director" of their game viewing experience, Studio Automated develops software that facilitates automated productions of high-quality sports content. Fujitsu serves as a key partner in helping Studio Automated to achieve their mission: making every sport available to anyone, anytime, and anywhere.

The challenge
In order to meet growing customer demand and ensure that the software functions optimally—both in the cloud and on site with clients—Studio Automated offers its customers state-of-the-art hardware.

The solution
Fujitsu hardware specialist Azerty delivers the Fujitsu CELSIUS W5012 workstation as a key element of the overall solution for customers.

Results
- Optimal functioning of the Studio Automated software, thanks to the high computing power and graphics performance of Azerty hardware.
- A productive collaboration leads to reliability, so that Studio Automated can always meet customer demand.

"We were immediately impressed with the Fujitsu CELSIUS W5012, not only in terms of performance, but also because of its design. This workstation provides the solid, scalable foundation that our customers need."

Nico Tol, Customer Success Manager, Studio Automated

Utilizing AI to make every sport available to everyone

Countless sports games are played during the course of a year, but only the top leagues of the most popular sports are broadcast. This is due to the high costs of traditional sports broadcasts: just think of the camera crew and the van with the classic satellite on the roof.

This is where automated sports production comes in. These productions require no human intervention and rely on fewer pieces of expensive equipment. A camera is simply pointed at the field and set up with specialized software that automatically does the camera work. This setup significantly reduces the cost of streaming a game, making it much more attractive for sports clubs and broadcasters to make any sport available to everyone.

Together with business partners, such as Scandanavian-based Sportway, Studio Automated currently utilizes affordable AI software to enable sports clubs in over 1,450 locations worldwide to capture video content automatically. Tjerk Zumpolle, Sports & Media Marketer at Studio Automated highlights the unique benefits of Studio Automated. "Cameramen and directors ensure that viewers see the right shots at the right time. Thanks to our software, this entire process can be done automatically," Zumpolle explains. "We can predict exactly how the game will develop over the next few seconds, allowing the camera to know where in the field the action is taking place." The company has been profitable since day one and continues to grow rapidly.

State-of-the-art technology is a requirement

In order to meet growing demand and ensure that the software functions optimally, both in the cloud and on-site, Studio Automated must offer its customers a state-of-the-art technological platform. Nico Tol, Customer Success Manager at Studio Automated, explains, "When we look at technology, we have to deal with a mix of factors. First of all: mimicking the human camera behavior, objects and behavior requires enormous computing power. You don't want to be able to tell a difference between a human camera team and our software." Tol continues, "In addition, people expect the high image quality we know today. Finally, we want to continue to improve our platform and expand to more sports and applications. These factors, in addition to the ability to scale quickly, determine our hardware environment."

About the customer
Studio Automated strives to make any sport available to anyone, anytime, anywhere available. Together with partners, they give sports clubs the ability to automate the video production of their sports games by easily integrating high-quality, affordable AI software. The company is based in the Netherlands.

Maximum performance for challenging applications
Fujitsu products, supplied by hardware specialist Azerty, make up a significant portion of Studio Automated's advanced hardware ecosystem. Alexander de Graaf, Regional Sales Manager at Fujitsu, reflects on the collaboration. "Studio Automated came to us when they were looking for new servers and they had a high demands for video memory. The Fujitsu CELSIUS W5012 desktop workstation was a perfect match. As a true VR ready CAD Powerhouse, this workstation with DDR5 memory and NVIDIA RTX A4000 16GB video card maximum performance keep the demanding applications and creative workflows of Studio Automated to run smoothly," de Graaf explains. Nico Tol of Studio Automated agrees that it was indeed a perfect match, stating, "We were immediately impressed with the Fujitsu CELSIUS W5012, not only because of its performance, but also because of its design. Previously we were dealing with huge PCs; this workstation is now half the size. This workstation, combined with the cameras from different brands and, of course, our software, provides the solid, scalable foundation our customers need."

A solid relationship of three companies
Since the purchase of the first Fujitsu CELSIUS W5012 workstation, the relationships between Studio Automated, Azerty, and Fujitsu grows stronger every day. Gerrit Maassen van den Brink, Consultant IT Services at Azerty, reflects on the three-way relationship, stating, "It's all about cooperation, volume, price, and delivery times. Especially because of lockdowns in Asia, there is sometimes scarcity of certain components, such as video cards, that make it important to keep the lines of communication short so that we don't have to give Studio Automated a no-sell. I can reach Alexander via WhatsApp, even in the evening, which makes cooperation low threshold. Often the manufacturer stands on the sidelines and lets the distributor solve everything, but Fujitsu is really involved." Nico Tol adds, "If we can't deliver, then everything grinds to a halt. Last month alone we did fifty to sixty installations. Communication is therefore important, in addition to a piece of demand planning."

European market leader
The future looks bright for Studio Automated. Tjerk Zumpolle proudly states that, "Due to the accelerated growth of our partners, the connection of new partners and the scalability of the software, we are now the European market leader with grassroots in ice hockey and lower soccer leagues in the Netherlands. There are also twenty Champions League soccer clubs that work with our software." Zumpolle looks towards the future, stating that, "We will continue to improve the model and will expand into new markets and sports." On the technological front, Studio Automated mainly provides a switch towards the cloud. Nico Tol explains, "The very fact that we offer our software both as a cloud solution and as a server solution is powerful. The cloud is not suitable at all locations because it requires a strong connection. Fortunately, Fujitsu and Azerty can support us in both areas so that we can always remain at the forefront of technology in both software and hardware while remaining relevant, scalable, and accessible."

Customer:

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