

Pacific League Marketing Corp.
Enables a new approach for watching professional baseball videos by utilizing image processing technologies

Challenge

- Provide new services adaptable to the digital age
- Provide services with individual customers in mind to acquire more fans
- Digitalization and security of searchable images required to provide new services

Solution

Creating new ways to watch

- Utilizes image processing technologies and data integration technologies from Fujitsu Laboratories
- Proposes innovation of fixed approaches to watching games
- Can be further expanded to sports other than baseball or applied to various video content
- Implementation period: Approx. 12 months
- Implementation cost: Approx. 10 million yen/year

Benefit

- Provide unprecedented ways to enjoy baseball such as enjoying personalized highlights, repeatedly watching games in which favorite players appear, search for key games to view, etc.

Products and services

- Automatic scene recognition based on video analysis. Can extract "beginning of pitch", "beginning of the at-bat" and "top of inning" with 97% accuracy
- Enables high-speed search by attaching meta-information to each scene

