



The Miami Heat

The HEAT is On

The Miami HEAT owns and operates the state-of-the-art AmericanAirlines Arena which opened in 2000. In addition to hosting the Miami HEAT home games throughout the NBA season, the Arena plays host to over 150 events throughout the year, ranging from celebrity basketball exhibitions featuring the Harlem Globetrotters, to NCAA basketball matches, family themed shows and concerts.

HEATV is the production department of the Miami HEAT. Founded in 2000 when the new Arena was opened, they are responsible for producing marketing and promotional materials for the HEAT, ranging from commercials to television shows. On game day, HEATV is responsible for engaging fans throughout the Arena before, during and after the game. In addition, HEATV productions are broadcast on Fox Sports Network.

The Arena features an LED video board hung some 50' above the hardwood and some 200 HD displays placed around the Arena, which deliver digital signage. "Essentially, our group is the team's in-house ad agency," explains Senior Director of Broadcast Services, Ed Filomia. "We produce all the digital content you see in the Arena, and we also use our production tools to take care of all our advertising needs—including TV, radio and the Internet."

When HEATV started, they operated an SD facility. They began their transition to HD in 2006 with the purchase of Sony XDCAM cameras, and started capturing 50Mb/s as their acquisition format. In 2009 HEATV underwent a system-wide upgrade to HD, under the guidance of Filomia, who enters his 16th season with the HEAT. Filomia is a ten-time Emmy Award winner and is recognized nationally by his peers

Key Highlights

Application

Instant Replay and Graphics Playback to Video Scoreboard and Digital Signage

The Challenge

Engage fans in the venue before, during and after the game

The Solution

A cost-effective, multi-channel video server for Instant Replay and Graphics playback

Benefits

- Affordable solution allows HEATV to produce more for less
- Flexible configuration allows system to adapt to meet demands of the production
- Intuitive control surface and operation allows for less expensive operators

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Abekas



as producing one of the best sports presentations, and managing one of the most impressive broadcast facilities in the Sports and Entertainment Industry.

Out with the old; In with the new

Just in time for the 2012/13 season, the Miami HEAT installed an additional eight channel Abekas Mira server, to complement the four channel Mira server installed in 2009.

“We were able to sell our six-channel EVS system, buy an eight-channel Mira server, and still have enough money left over for another project,” explains Filomia.

The Abekas Mira Instant Replay server records the action from six Sony 1400 series cameras courtside and provides live instant replay for fans on the Arena’s main videoboard and HD displays located throughout the Arena.

Configuration Flexibility and Interfaces

One of the features that attracted Filomia to the Mira server was its ability to integrate with his production workflow. HEATV employs a custom software interface from Dixon Sports Computing, whom jointly developed an interface to Mira with Abekas. Dixon’s Event Logger software is used to log highlights and control Mira’s 8 Channels. Dixon then developed a custom interface that Filomia uses to merge metadata from the NBA’s Statistical database onto the logged clips in the Event Logger. Using Mira’s file-based media interface, clips are exported to a Sony PDW1500 HD XDCAM recorder disc, logged and are ready for import into AVID Interplay, HEATV’s asset manager. Mira’s file-based media interface makes it easy to move content back and forth between the two systems.

The Mira server also needs to interface to remote trucks located in the truck dock, where Mira is seamlessly connected into the broadcasting infrastructure. At the AmericanAirlines Arena, up to eight feeds can be connected to and from the TV truck dock.

More Channels, More Options

HEATV still takes advantage of their original Mira. Purchased in 2009, the four channel server provides graphics playback in the production control room. Two of the four channels are used for synchronous video and key playback to the switcher of sponsored transitional graphic elements and interstitial content, controlled directly from the Sony MVS8000 switcher panel. Filomia uses the other two channels of Mira much like VTR’s for both record and playback of isolated camera feeds or featured content such as commercials or promos. Both of those two channels are controlled by a DNF control panel. It is the speed of access and configurable flexibility of Mira that delivers this type of critical game-day service to the Arena. “Anyone designing an arena or broadcast facility cannot ignore the flexibility and price-point of the Mira server,” says Filomia, who is a huge fan of the product.

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