

Real-Time Soccer Analysis Simplified



Overview

LaunchPad™ is a highly intuitive interactive touchscreen solution that simplifies data and video analysis for soccer broadcasts. The first of its kind anywhere, LaunchPad™ lets operators call up touchscreen graphics for analysis on any league, team, player or match, and seamlessly transition between them instantaneously and in real time.

Both in the studio or at the match, LaunchPad™ is a revolutionary broadcast tool. Each system arrives tailored with design elements (colors, fonts, logos, backgrounds) that match the appropriate network brand. Powered by RCS software and plugins, Viz Engine™ and virtually any third-party touchscreen, LaunchPad's extensive analytical toolset lets users graphically illustrate live results, tables, fixtures, leaders and more. Utilizing our proprietary cloud-based data aggregator platform, RCS has eliminated the need for back end integration and created the first truly plug and play interactive system in the world of sports broadcast.



LaunchPad™

At a Glance



➤ LaunchPad™ addresses the need to provide a large amount of information to viewers in an intuitive format.

- Data feeds provided by Opta and hosted in the cloud via *RCS DataCenter* - no need for extra hardware or local database management
- Plug and play – no complex engineering infrastructure or IT support required
- Robust software developed on the powerful Viz Engine™ graphics platform
- All data & graphics contained in a single, dynamic application instead of multiple, one-off pieces
- Customizable shortcuts, defaults, settings and preferences
- Comprehensive graphics and data package includes predictive match result, data-rich match analysis, player performance and competition venue maps
- Realtime on-air data updates when
- Access and control remotely with *RCS Navigator* Apple iPad app
- Video server (EVS), Grass Valley (K2 Dyno), Abekas Mira and enhanced analysis (Red Bee Piero and Libero) integration
- Twitter integration with custom moderating software
- Limited back end requirement; features available from the touchscreen itself
- Intuitive gestures reducing learning curve for talent
- Shared-memory optimization for fast load times
- Save pages to playlists and build rundowns within the application
- Available in any language
- Web-based client portal to customize, translate and create bespoke graphics
- Ability to customize the look by integrating network logo, fonts, textures and color palette
- 2K or 4K outputs



Screensaver



Homepage

- The match tool provides a detailed and sortable look at fixtures, results, match statistics, formations and player profiles

Match Tool



- Fixtures and results shown by week or current match day
- Match result prediction (percentage) in real time.
- Swipe to “carousel” from week to week
- Click on score to open drawer for instant access to match stats, formations and analysis
- Highlight bars as needed
- Compare teams across a match or full season



Outcome Predictor

Results

LaunchPad™

Key Features



> The match tool continued ...

Match Tool



- > Compare individual players over season or match
- > Predicted vs actual formations allows talent to load and save their own pre-match scenarios
- > Interactive counters and 3D ball movement empower presenters to predict how matches will play out
- > Tactics table for detailed analysis of tactical play and systems



Formations



Match Statistics



Team Comparisons



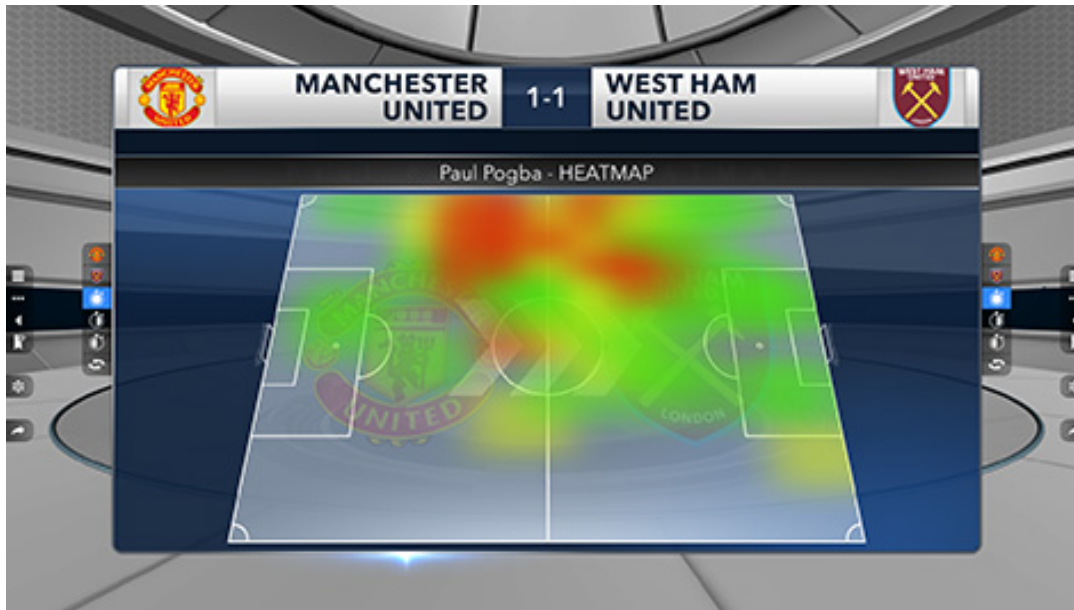
Player Comparisons

LaunchPad™

Key Features



- Robust analysis features, easy navigation and mind-blowing depth



Heat Map



Shot Chart



Average Positions



Attacking Zones



Possession Chart

Match Analysis Tool



- Average player positions by one or both teams
- Pass maps for every player
- Touch maps for every or all players
- Heat maps for every player
- Shot plot for each player or entire team including off target, or on goal
- Attacking zones dividing pitch into thirds to highlight areas from where attacks were generated
- Suggest possible replacements before the match or present actual substitutions post match
- Data updates on air in real-time!

LaunchPad™

Key Features



- Every league. Every table. All the time.

Standings Tool



- Every league available at the touch of a button
- Table position predictive analysis, recent form, qualifications and relegation (percentage)
- Scroll vertically from top to bottom
- Click on a bar to highlight

CLASSEMENTS - GÉNÉRAL

		J	G	N	P	BP	BC	DIFF	Pts
1	MARSEILLE	11	8	1	2	25	9	16	25
2	PARIS SG	11	5	6	0	21	7	14	21
3	LYON	11	6	2	3	21	9	12	20
4	SAINT-ÉTIENNE	11	6	2	3	11	10	1	20
5	NANTES	11	5	4	2	10	7	3	19
6	BORDEAUX	11	5	3	3	16	13	3	18
7	NICE	11	5	2	4	16	15	1	17
8	MONACO	11	5	2	4	13	12	1	17
9	RENNES	11	4	3	4	13	13	0	15
10	METZ	11	4	3	4	10	10	0	15

Standings



RECENT FORM

								PTS	
1		EVERTON	D	W	W	W	D	W	14
		TOTTENHAM HOTSPUR	W	W	W	D	D	W	14
3		CHELSEA	W	L	W	W	D	W	13
		WEST BROMWICH ALBION	W	W	L	W	D	W	13
5		MANCHESTER UNITED	W	W	D	D	D	W	12
6		ARSENAL	W	D	W	W	L	L	10
		MANCHESTER CITY	L	W	L	D	W	W	10
8		BURNLEY	W	L	W	L	W	L	9
		SWANSEA CITY	L	W	L	W	W	L	9
		WEST HAM UNITED	L	L	W	W	L	W	9

Recent Form

POSITION PREDICTOR

		P	W	D	L	GD	PTS	%
1	CHELSEA	24	19	2	3	34	59	100%
2	TOTTENHAM HOTSPUR	24	14	8	2	30	50	88%
3	MANCHESTER CITY	24	15	4	5	20	49	78%
	ARSENAL	24	14	5	5	24	47	58%
5	LIVERPOOL	24	13	7	4	22	46	45%
6	MANCHESTER UNITED	24	12	9	3	15	45	30%
7	EVERTON	24	11	7	6	13	40	1%
8	WEST BROMWICH ALBION	24	10	6	8	3	36	-
9	WEST HAM UNITED	24	9	4	11	-9	31	-
10	WATFORD	24	8	6	10	-11	30	-

Position Predictor

LaunchPad™

Key Features



- Every possible cumulative statistic; Shots, goals, yellow cards, tackles, fouls - all in one place

League Info Tool



- Scrollable list of myriad core team stats and a team's ranking in their respective league in each category.
- Top Teams. Display by goals, shots, yellow cards and more
- Top Players. Display by goals, shots on goal, tackles, fouls and more
- Team Profile. Create custom graphics like specific team profiles
- All fixtures and results for every team. Defaults to a team's recent results. Scroll to see upcoming fixtures
- Complete up-to-date squad rosters for every team
- Competition map (country) with venue locations

			ATTEMPTS	ON TARGET	GOALS
1		MAN CITY	157	53	19
2		LIVERPOOL	144	45	13
3		ARSENAL	141	44	15
4		CHELSEA	131	52	24
5		MAN UTD	129	45	16
6		SOUTHAMPTON	127	51	20
		WEST HAM	127	43	17
		NEWCASTLE	127	32	10
9		QPR	122	33	8
10		STOKE CITY	121	29	8

Top Teams

1	FC Bayern München	1-0	FC Schalke 04
2	FC Bayern München	2-1	FC Augsburg
3	FC Bayern München	1-0	FC Schalke 04
4	FC Bayern München	1-0	FC Schalke 04
5	FC Bayern München	1-0	FC Schalke 04
6	FC Bayern München	1-0	FC Schalke 04
7	FC Bayern München	1-0	FC Schalke 04
8	FC Bayern München	1-0	FC Schalke 04
9	FC Bayern München	1-0	FC Schalke 04
10	FC Bayern München	1-0	FC Schalke 04

Team Results

			ATTEMPTS	ON TARGET	GOALS
1		LUIS SUAREZ	15	10	5
2		LUIS SUAREZ	15	10	5
3		LUIS SUAREZ	15	10	5
4		LUIS SUAREZ	15	10	5
5		LUIS SUAREZ	15	10	5
6		LUIS SUAREZ	15	10	5
7		LUIS SUAREZ	15	10	5
8		LUIS SUAREZ	15	10	5
9		LUIS SUAREZ	15	10	5
10		LUIS SUAREZ	15	10	5

Top Players

MANAGER	JOSE GARCIA
LEAGUE POSITION	10th
LEAGUE RECORD	10-10-10
LEAGUE GOALS	10
LEAGUE GOALS PER GAME	1.0
LEAGUE GOALS PER MATCH	1.0
LEAGUE GOALS PER MATCH	1.0
LEAGUE GOALS PER MATCH	1.0
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Team Profile

LaunchPad™

Key Features



- › Moderate Twitter collections and push to share



Twitter



- › Moderate tweets for air, organizing into tweet collections
- › Instantly share any on-air graphic to a Twitter stream with the push of a button
- › Gives shows and viewers more opportunity to interact, taking the conversation outside of the broadcast

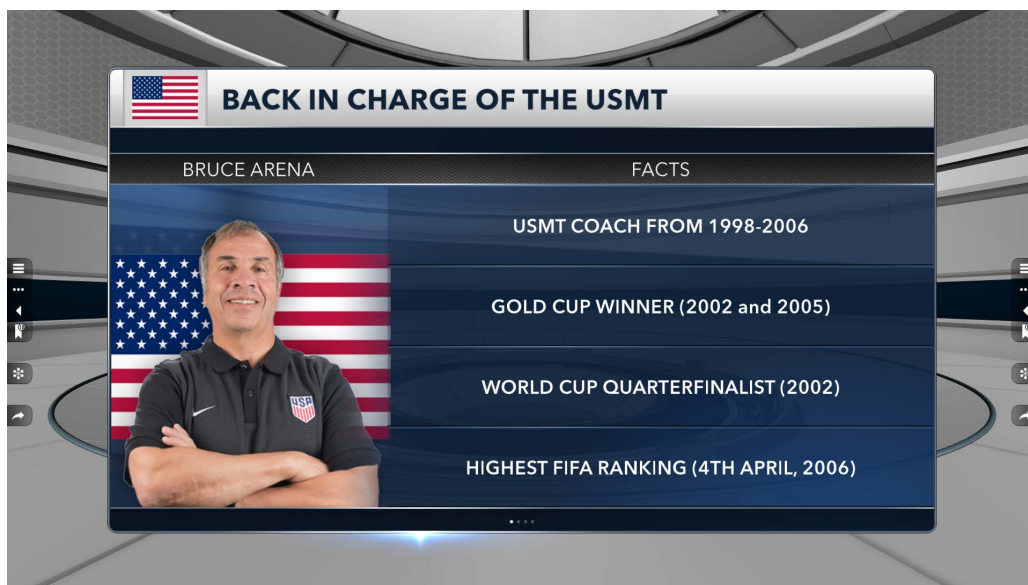
Twitter

LaunchPad™

Key Features



> Headline templates for custom graphics



Headlines

- > Create your own bespoke graphics from choice of three templates.
- > Text only graphic template for quotes, comment or historical information (for example).
- > Single image and text for an image with quote, comment, statistics or editorial information.
- > Dual image and text for comparison of coaches or historical players (for example) where Opta data is not directly available.
- > All the templates are prepared in the client web portal and immediately available in screen.

Single Image Headlines



Dual Image Headlines



Text Only Headlines



Match Headlines

LaunchPad™

Key Features



- Turn any studio set into matchday central



Multiview for UEFA European Qualifiers Matchday 1

MultiView Tool



- Ingest multiple live or recorded inputs and allow presenter to bounce between video sources
- Simple to use edit tool for labeling each match with corresponding score
- Gives viewers the feeling that the studio and presenter are at the center of all match day action
- Allows up to 1-16 video sources
- Configured in seconds via web portal

May require additional hardware depending on configuration

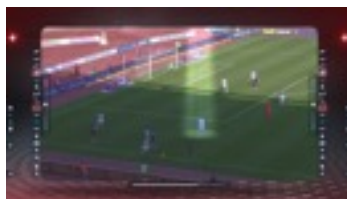
- 2D and 3D illustration. Draw, highlight, track and illuminate players while explaining all the action. Replay offside calls while playing back highlights.

May require additional hardware & licenses depending on configuration

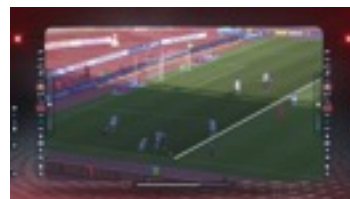
Telestrator Tool



- Built in telestration toolset with arrows, circles, snap lines, trails and free draw functionality
- Integration with Red Bee Piero's 3D analysis tool and EVS video servers
- Draw geometric zones, attacking areas and formation lines
- Create offside lines easily



Light of God Highlight Effect



Offsides Line

Libero / Red Bee Piero



- Integrates seamlessly with Libero & Piero
- Powerful analysis tools
- Realistic 3D replays and virtual enhancements
- Unique perspectives bring viewers into the game



Libero telestration



- > African Cup of Nations
- > Australian A-League
- > CONCACAF Gold Cup
- > CONCACAF Liga De Campeones
- > CONCACAF World Cup Qualifiers
- > CONMEBOL World Cup Qualifiers
- > CONMEBOL Copa America
- > CONMEBOL Copa Libertadores
- > Dutch Eredivisie
- > English Premier League
- > English FA Cup
- > English Football League Championship
- > FIFA World Cup™
- > French Ligue 1
- > French Ligue 2
- > German Bundesliga
- > German Bundesliga Zwei
- > German DFB Pokal
- > Internationals
- > Italian Serie A
- > Italian Copa Italia
- > Mexican LigaMX
- > Mexican CopaMX
- > Norwegian Tippeligaen
- > Polish Ekstraklasa
- > Portuguese Primeira Liga
- > Russian Premier League
- > Saudi Arabia Crown Price Cup
- > Saudi Arabia Kings Cup
- > Saudi Arabia Pro League
- > Saudi Arabia Super Cup
- > Scottish Premiership
- > Spanish La Liga
- > Spanish Copa Del Rey
- > Turkish Super Lig
- > UEFA Champions League
- > UEFA Europa League
- > UEFA European Qualifiers
- > UEFA European Championships
- > US Major League Soccer

All data provided by Opta. Virtually any competition in the world may be added upon request. See commercial terms.

- > Product use consultation and support, 24/7/365



Reality Check Systems LaunchPad Support Site

Product Support



- > One-stop-shop for all information relating to LaunchPad
- > Receive consultation for ways to enhance the product through RCS suggested use cases
- > Support staff reachable via phone or email, 24/7

LaunchPad™

RCS LaunchPad™ and Interactive Clients



Thank You

About Us

Reality Check Systems ignites on-air viewer experiences for some of the most-watched events on television. With offices in Los Angeles and London, RCS partners with the world's leading sports leagues, federations, networks and social media giants to fuel viewer reach through a customized fusion of dynamic graphics, real-time data and social media. At RCS we give shape to our clients' ideas by developing the most technically advanced, sophisticated and simple to use graphics and production solutions anywhere.

LOS ANGELES OFFICE

Jeff Heimbold

Phone: 323.465.3900

Address: 726 South Flower St.
Burbank, CA 91502

Email: j.heimbold@realitychecksystems.com

Web: www.realitychecksystems.com
