



Dejero hits the road in 'Tour de Delta' bike race

CHALLENGE

If you've never heard of the 'Tour de Delta,' it's one of the most prestigious pro-cycling series in North America and attracts hundreds of cyclists from across the globe. The series is part of "BC Superweek" and takes place over the course of 10 days, with cyclists riding out nine races across British Columbia.

The 'Tour de Delta' leg entails three days of racing, including the MK Delta Criterium in the social heart of North Delta and the Brenco Criterium in the historic Ladner Village. The grueling White Spot circuit within this leg winds its way over 12 km through the streets of Tsawwassen, with numerous inclines.

"It's safe to say that we truly believe Dejero is the best choice when it comes to delivering exciting, on-the go coverage of high-pressure sporting events. And Dejero Support is second to none."

-Andrew Fountain, SW Event Technologies

ABOUT SW EVENT TECHNOLOGIES

SW Event Technologies is British Columbia's leading audio-visual event services company, with a successful track record of providing high-value event support and technical expertise to thousands of events each year. They offer a complete range of audio visual and presentation technology services throughout British Columbia and beyond with multiple branch locations.

So what does this have to do with the live transport of video?

Enter SW Event Technologies, the audio-visual event services company tasked with delivering the best possible coverage of the race by streaming it live to the 'Tour de Delta' website. If the description of the course didn't sound exhausting, try broadcasting it live! Not only did the team at SW Event Technologies have challenging terrain to contend with, they also had to keep up with the cyclists—some reaching speeds of 80 km/h. Talk about a nightmare for traditional technologies. What the team needed was equipment that was rugged enough to withstand the rocky roads and also reliable to produce a strong, consistent connection while cameras were on the move.



RESULTS

Ultimately, being able to encode up to 10 Mbps is what stood out the most to Andrew when he tested the EnGo within the context of fast-moving high-motion sports coverage. As a result of its HD+ capabilities, the EnGo delivered a smooth, crystalclear video image from start to finish by leveraging multiple cellular networks.

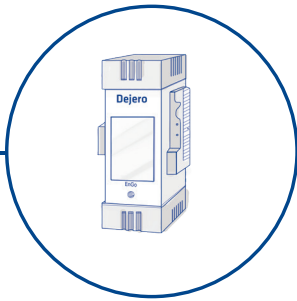
They were also really impressed with how easy it was to attach the EnGo mobile transmitter to the back of the camera. In the event of an emergency, SW Event Technologies also had access to Dejero's rental inventory and could rely on us to deliver the equipment needed, even if it was for single day use.

SOLUTION

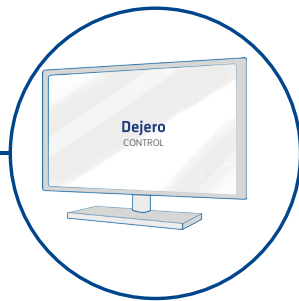
Thinking about the difficult task ahead of them, Andrew Fountain of SW Event Technologies assessed what was important for this event. Their mobile reporting team for the bike race consisted of three motorcycle camera operators and was heavily dependent on equipment that could withstand difficult working conditions and ensure the delivery of the highest quality broadcast back to base. This was especially important because their past provider only used a single cell network, which dropped video signal at regular intervals and did not provide 100% coverage on the course.

Working with Dejero, Andrew tested out our suite of products and saw how each piece of equipment worked together to create a solution that would be up for the task. In fact, the Dejero EnGo was specifically built for jobs like this one—where versatility, flexibility, and portability are required for a successful live shot.

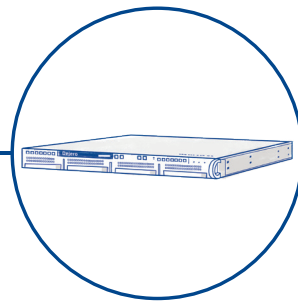
PRODUCTS



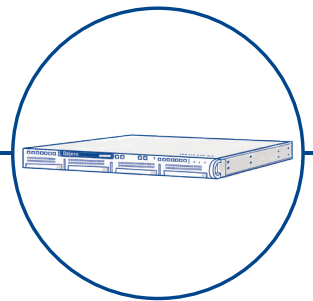
Dejero EnGo



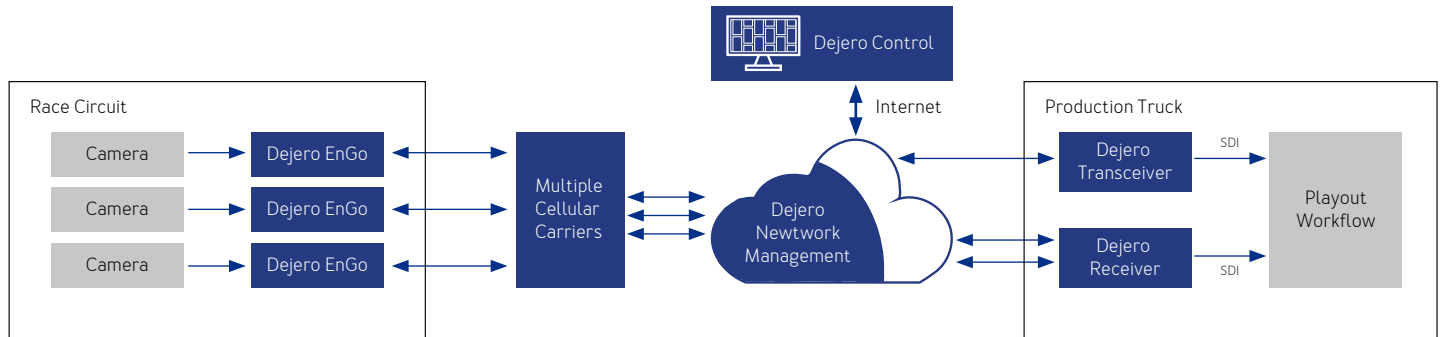
Dejero Control



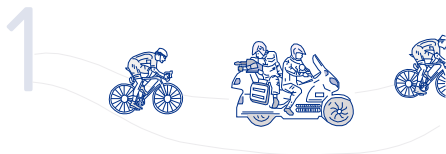
Dejero transceiver



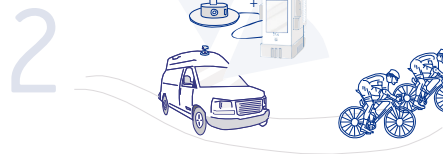
Dejero receiver



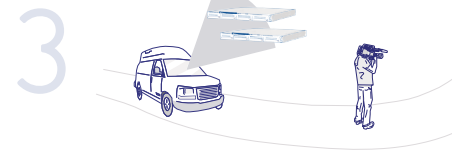
WORKFLOW



1 For the event, the production team relied on two EnGo mobile transmitters to deliver live camera feeds back to the broadcast truck from the motorcycles that followed the 12 km race route.



2 They used a third EnGo, attached to a vehicle-mount camera, to transmit live video back to the truck.



3 In the production truck, Andrew's team used a Dejero transceiver and receiver to receive the live feeds and output via HD-SDI to a video switcher for mixing the live broadcast. For SW Event Technologies, this was the perfect combination to ensure no content was lost during the bike race.

Need help building the right solution for your video transport needs?

Start the conversation today with one of our sales representatives.

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