

**Cambridge Wireless Content Production and Delivery SIG
'New Technologies raise the bar at the Olympics'**12th March 2024**Delivered in partnership with Digital Catapult**This SIG is championed by David Crawford, **Ravensbourne University**, Tony Lavender, **Plum Consulting** & Chris Nokes, **Ofcom****Venue: Digital Catapult, 101 Euston Rd, Kings Cross, London, NW1 2RA****Draft AGENDA**

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| 13:30 | Registration over tea & coffee |
| 14:00 | Welcome from Paul Crane, CEO of Cambridge Wireless |
| 14:05 | Welcome from Laura Helm, Head of Creative Industries, Digital Catapult |
| 14:15 | Session 1: Chaired by Chris Nokes, Senior Technical Advisor, Ofcom & Cambridge Wireless SIG Champion |
| 14:15 | 'A gold medal in innovation: How new technology is changing the Olympic games'
Rebecca Jackson, Marketing and Business Development, Caretta Research
Technology is poised to redefine the Olympic Games as we know them in 2024. This presentation covers the latest viewership trends and explores the profound impacts of emerging technologies, both present and future. Journey into the realm of generative AI, remote production, VR, and fan engagement tech as we uncover their transformative influence on every facet of the Olympics, from athlete preparation to event execution, culminating in unparalleled audience experiences. |
| 14:35 | Q&A |
| 14:40 | 'The evolution of sports broadcasting technology and its route to Olympics 2024'
Martyn Gates, Ravensbourne University, London
This talk discusses the long route from initial broadcasting technology and its deployment for sports outside broadcasting to the technology and production workflows that will be seen at the Paris 2024 Summer Olympics. Technologies discussed will cover UHD, IP, cameras, drones, and others. |
| 15:00 | Q&A |
| 15:05 | Networking over refreshments along with demos in Immersive Lab at Digital Catapult <ul style="list-style-type: none">• Trickshot - We use 3D data from live sports, to create new experiences for fans.• Incisiv- Empowering athletic performance since 2018 with VR tools grounded in decades of scientific research. |
| 15.45 | Session 2: Chaired by David Crawford, Ravensbourne University & Cambridge Wireless SIG Champion |
| 15:45 | David Johnston, Lead Technologist, Immersive Team, Digital Catapult & Allan Rankin, Co-Founder and Managing Director, Target3D
'Tracking Excellence and the Mechanics of Creativity'
In this session we'll delve into where cutting-edge tracking and immersive technologies intersect with the realm of sports, athletics and broadcasting. Led by Target3D, a pioneering force in integrating and applying innovative solutions, we'll explore the transformative potential of motion capture, VR & AR, robotics, biomechanics, animation, VFX, gaming, training, simulation, 3D scanning, and haptics. |
| 16:05 | Q&A |
| 16:10 | 'Raising the Bar for Live Sports Experiences'
Tim Addy, Director, Business Technology Leader, A/V Ecosystems, Dolby Laboratories |
| 16:30 | Q&A |
| 16:35 | A fireside chat with Paolo Pescatore, Technology, Media & Telecoms Analyst, PP Foresight |
| 17:00 | Concluding remarks & event closes |

With the permission of the speakers, presentations will be available to request following the event

Profile of organiser

Cambridge Wireless - www.cambridgewireless.co.uk

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With an active community of over 1000 technology companies ranging from major network operators and device manufacturers to innovative start-ups and universities. CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's Special Interest Groups provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and along with other high-quality industry networking events and dinners. CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities.

Profile of Event Partner

Digital Catapult - www.digicatatapult.org.uk

Digital Catapult is the UK authority on advanced digital technology. Through collaboration and innovation, we accelerate industry adoption to drive growth and opportunity across the economy. We bring together an expert and enterprising community of researchers, startups, scaleups and industry leaders to discover new ways to solve big challenges that will unlock the UK's future potential. Through our specialist programmes and experimental facilities, we make sure that innovation thrives and the right solutions make it to the real world. Our goal is to accelerate new possibilities in everything we do and for every business we partner with the journey – breaking down barriers, de-risking innovation, opening up markets and responsibly shaping the products, services and experiences of the future. Digital Catapult is part of the Catapult Network that supports businesses in transforming great ideas into valuable products and services. We are a network of world-leading technology and innovation centres established by Innovate UK.

Profile of SIG Champions

This event has been organised and delivered by the Content Production and Delivery Group and we are very grateful to our Industry Champions who are;

- **Professor David Crawford, Ravensbourne University** - www.ravensbourne.ac.uk
- **Tony Lavender, Managing Partner, Plum Consulting** - www.plumconsulting.co.uk
- **Chris Nokes, Senior Technical Advisor, Ofcom** - www.ofcom.org.uk

Further information about our Champions and the activities of this SIG Group can be found at the CW website www.cambridgewireless.co.uk/groups/content

Profile of Speakers

Rebecca Jackson, Marketing and Business Development, Caretta Research - www.carettaresearch.com

Rebecca is the marketing lead at Caretta Research with a passion for communication and connectivity which translates into the enthusiastic and human-centric approach of her work. She has a passion for public speaking, developing industry relations and a strong interest in understanding and promoting diversity and inclusion within the workplace.

Martyn Gates, Ravensbourne University, London - www.ravensbourne.ac.uk

Martyn's career began as an engineer at London Weekend Television in 1982, then moving into the broadcast manufacturing industry working for companies such as Snell & Wilcox and Meyer Sound, followed by a period of working in the fields of Computer Vision and Human Machine Interaction, and then finally working in Higher Education. Martyn's key achievements have been working on live productions in television and professional audio, including the Pavarotti-in-the-Park concert, developing innovative products in the field of sports broadcasting, and late in life using undertaking a Masters in 2014 on fake news. Recently Martyn has (semi) retired to the Lake District where he spends time on The Fells and restoring historic Land Rovers.

Allan Rankin, Co-Founder and Managing Director, Target3D - www.target3d.co.uk

Allan Rankin is a visionary leader and the Co-Founder and Managing Director of Target3D, spearheading innovation with over 13 years of professional experience particularly in the realm of 3D technologies. He has strategically curated the Target3D team, assembling top-tier talents to deliver cutting edge technology solutions and studio service work in the industries of motion capture, AR/VR, training & simulation, robotics, virtual production, biomechanics, animation, VFX, gaming, 3D scanning and haptics.

Tim Addy, Director, Business Technology Leader, A/V Ecosystems, Dolby Laboratories - www.dolby.com

Tim is s Director of Business Technology at Dolby, where he is responsible for the technology strategy and delivery to AV ecosystem customers covering production, distribution, and playback to end users for OTT platforms, Pay TV, Free TV and Live Sports organisations. He has over two decades of experience in media and broadcast, post production and live production and delivery with a strong focus on delivering great customer experiences and solving customer problems using innovative technology. Previously to his present role at Dolby Tim worked for AWS and Sony Sports delivering cloud media and data service solutions to customers such as F1, BT, WBD, NBA and Sky.

Paolo Pescatore, Technology, Media & Telecoms Analyst, PP Foresight

Paolo is a widely recognised thought leader having spent 25 years in telecoms, media and technology (TMT) research. Starting as a research analyst at Ovum in 1999, Paolo went on to join IDC as research manager in 2001. In 2007 he joined CCS Insight where he worked as Vice President, Multiplay and Media until June 2018. He then founded PP Foresight and specialises in connectivity, content and changing consumer behavioural patterns across cable, telecom and online video operators. Paolo is a frequent speaker at industry events as well as providing commentary on radio and TV broadcasts. He is regularly cited in numerous key financial and trade publications.

Demos in Immersive Lab at Digital Catapult

Trickshot - <https://trickshot.dev>

We use 3D data from live sports, to create new experiences for fans.

Incisiv- <https://www.incisiv.tech>

Empowering athletic performance since 2018 with VR tools grounded in decades of scientific research