

TelePhoto Technologies - Delivering results beyond the track

With the explosive popularity of online communities and live video portals, people are increasingly demanding the ability to view content whenever and wherever they choose. The horse racing industry is no exception, as more and more fans are watching and wagering online. In a 2006 report by YouBET®, the ADW handle reported by the California and Oregon hubs increased by 84% CAGR from 2001 to 2006.

Having streamed & archived over 250,000 live horse races, TelePhoto's video streaming and archiving application is an obvious choice of the horse racing industry.

Video Streaming & Archiving

TelePhoto's highly reliable streaming and archiving application was developed to the highest technical standards. The flexible network can accommodate large numbers of connections while accommodating user-specific bandwidth. Latency, packet loss and jitter are minimized by the advanced configuration of the network. An MPLS-like network can be implemented to optimize traffic flow and avoid congestion.

TelePhoto continually monitors network and usage statistics to ensure viewers have the highest quality possible race signal. Customers have 24/7/365 direct access to TelePhoto's certified Network Engineers at its Network Operations Centre.

Custom usage and activity reports can be generated from a secure website on a daily, weekly or monthly basis as required. Upon request, on-demand reports can be provided.

TelePhoto also has extensive experience in creating a user-searchable online racing replay library. An archive of past races is an invaluable handicapping tool.

Features

- Broadcast in Windows Media Player and RealPlayer.
- Flexibility to select varying Bit rates to balance quality with economy.
- Hit Counter to monitor traffic and detailed automated reporting system.

Benefits

- Extremely reliable with direct access to technical support for viewers.
- Quick, easy and convenient for users to access and use.
- Fans have instant access to information at the speed of the Internet.
- Wealth of user data can be mined to learn behaviors and create detailed profiles.
- This richer online experience will increase track loyalty, increasing fan retention and reducing the likelihood your fans will use third-party wagering websites.
- Increased track handle by increasing the bet through the track's website.

To learn more about our Video Streaming call your TelePhoto sales representative.

www.telephotoent.com

