

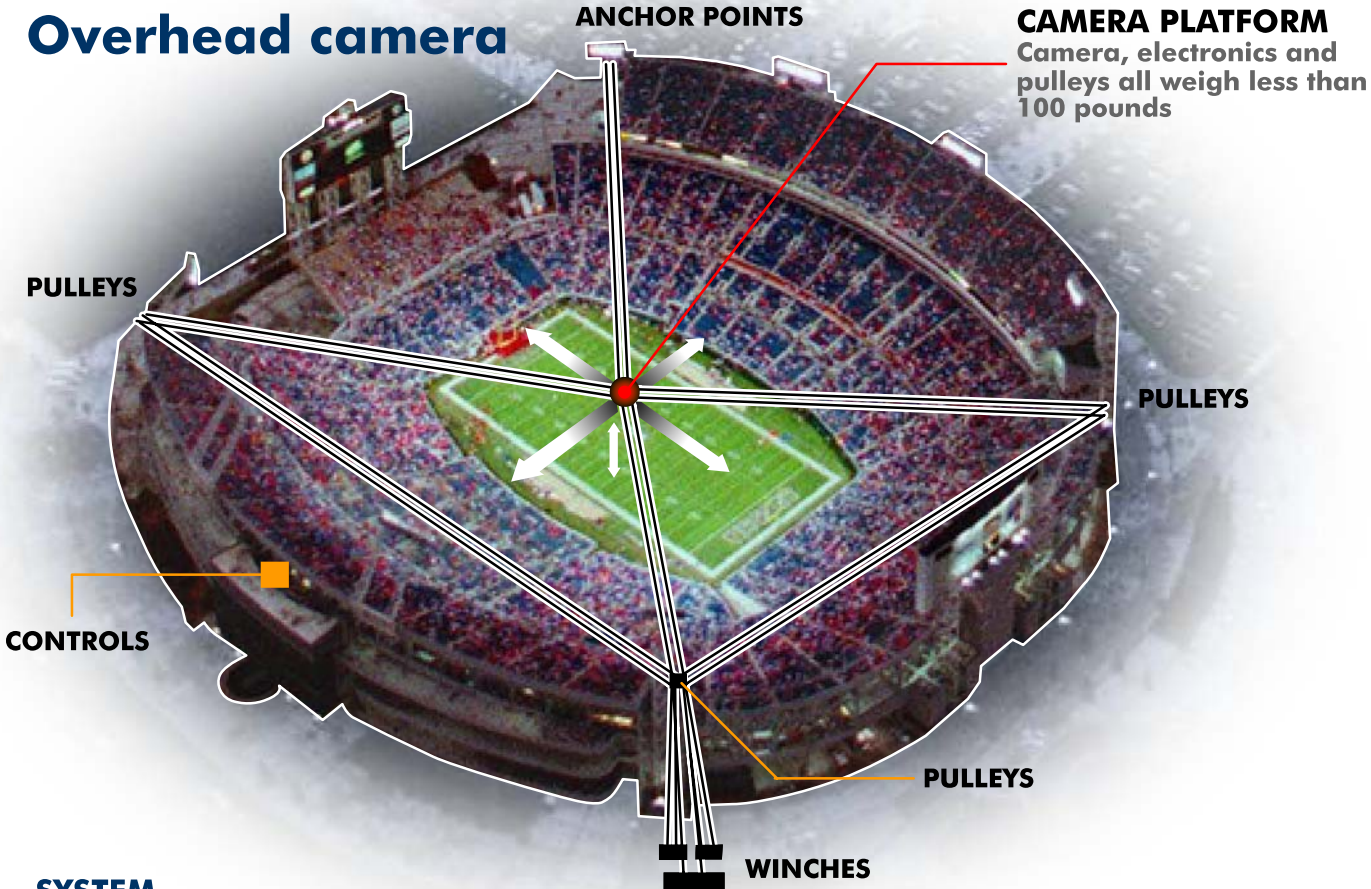
# Two super cameras



Fox will be utilizing two new high-tech camera systems to bring the nearly 90 million viewers watching Super Bowl XXXIX at home closer to the action.

# Two super cameras

## Overhead camera



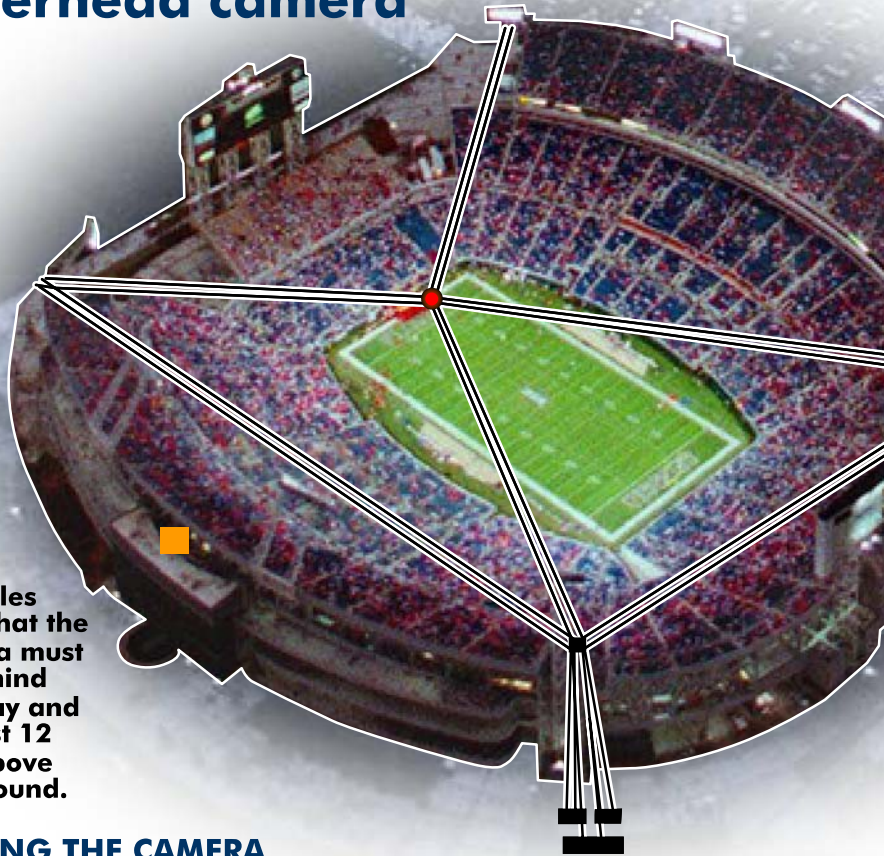
## SYSTEM

The camera control system consists of a series of computer-controlled winches directed by a controller at midfield. The winches release or pull the high-strength wires holding the camera through a series of pulleys, allowing the camera to be moved in any direction across the field.



# Two super cameras

## Overhead camera



NFL rules state that the camera must be behind the play and at least 12 feet above the ground.

### MOVING THE CAMERA

With a joystick, the pilot can quickly position the camera over any point. Adjusting the y-axis winch moves the camera up and down the field. The x-axis winch controls side-to-side motion, and the z-axis winch, by pulling or relaxing the rope, controls the height over the field.



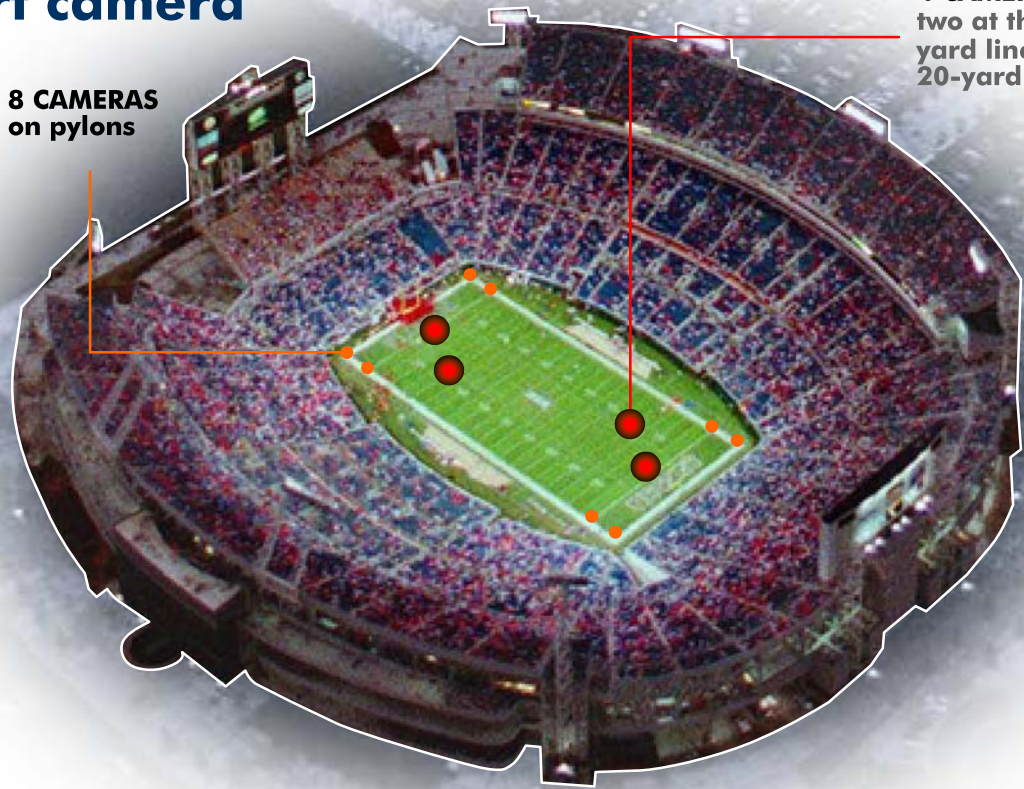
The high-definition camera is held steady by a gyroscope.

# Two super cameras

## Turf camera

8 CAMERAS on pylons

4 CAMERAS in turf; two at the  $2\frac{3}{4}$ -yard lines, two at the 20-yard lines



**Fox Sports' coverage of Super Bowl XXXIX will include 12 cameras buried in and around the field. This will be the first time these cameras will be used during a football game.**

# Two super cameras

## Turf camera

The camera is made of a soft material. When it is applied, it will get pushed down. When it pops back into place, there is a sensor that will get broken if someone fell on it, but it cannot be broken up by a dragging tackle.



**Wide-angle lens**  
Captures players up to 6 feet away.

### CAMERA



If coverage from the cameras is part of Fox's broadcast, it can be used for instant replay.

LENS



2 1/4 inches

14 inches

CONTROL BOX

To the sidelines



### PLASTIC TUBING

Buried in the Alltel Stadium field when it was re-graded for the Super Bowl on Jan. 3-4.