

Telstra Broadcast Services  
Take your content global

# Miniature Live Cameras



TELSTRA 

Create new fan engagement and live action experiences with breathtaking footage captured using miniature wearable cameras.

## Innovative perspectives

Take your audience to the heart of the action from new angles with miniature live wearable cameras from Globecam™. Mount them on players, referees, umpires, jockeys, bikes or race cars to capture incredible live action footage that will have viewers on the edge of their seats and coming back for more.

## Flexible solutions

Globecam™ provides a unique live camera source that can be creatively used and managed to enhance any broadcast experience. Telstra Broadcast Services adapts Globecam™ continuously to make sure it meets sporting code guidelines and the requirements of any sport or event.

## Proven technology

Globecam™ is currently being used at major events including the IPL, UK T20, Rugby League and Union and the Asia Cup. Premium global brands used our award-winning technology to wow their audience and deepen fan engagement.

## The Telstra advantage

Telstra is a leading technology company offering a wide range of services globally. We bring innovative technology, capability and talent from around the world to enable our customers to thrive in a connected world. Telstra's heritage is proudly Australian, but we have a longstanding international business with a focus on the Asia-Pacific region. Telstra Broadcast Services brings to our customers a dedicated team of media industry professionals, high performance media networks, online video and cloud platforms, world class satellite services, and 24/7 bookings, operations and engineering support.

## Key capabilities

### Globecam™ technology

At the cutting edge of broadcast technology, Globecam™ is the world leader in live, point-of-view miniature camera technology.

### Small and light devices

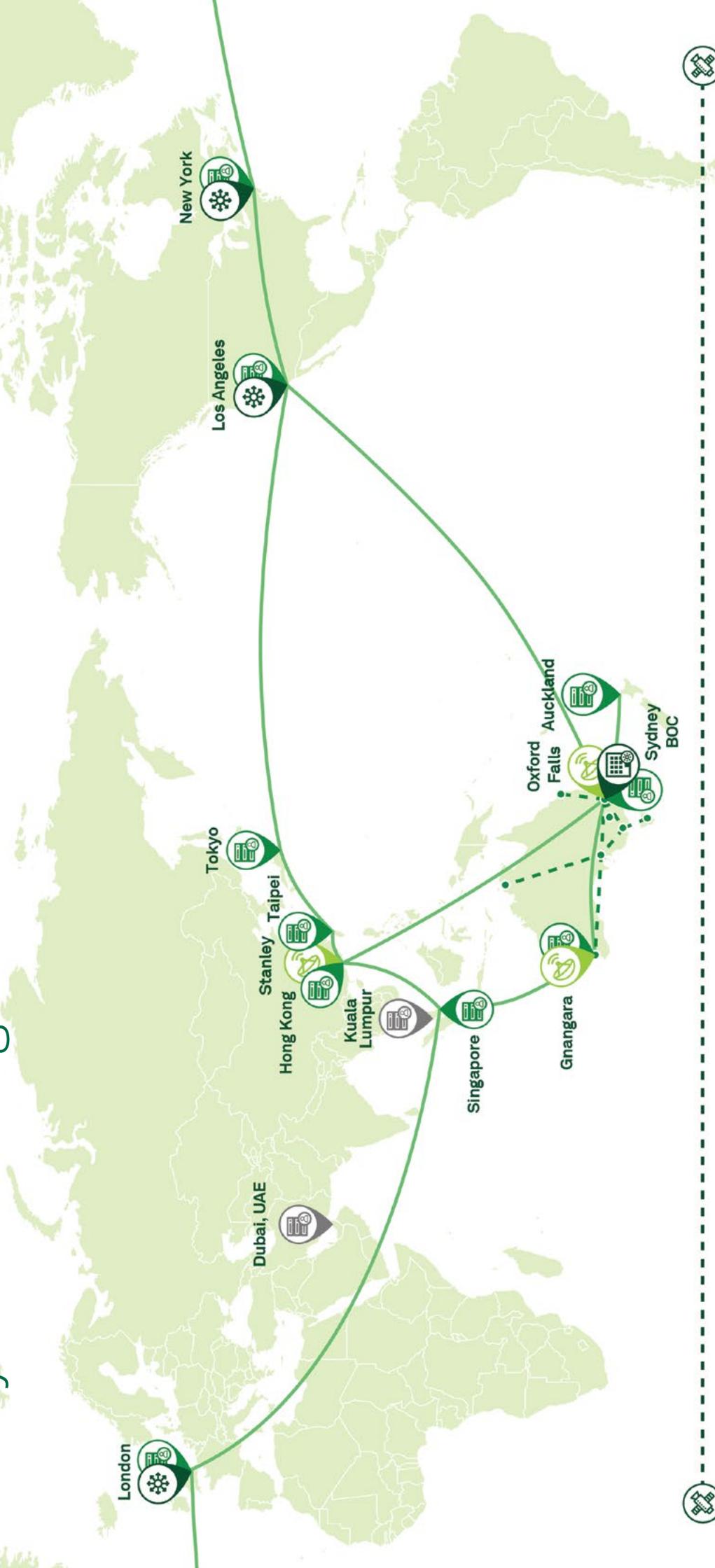
Globecam™ uses the very latest in low latency digital link technology to create the smallest and lightest devices. There's a lot packed into this small frame – everything from mechanical stabilisation and overheat prevention to remote colour correction to help you keep your footage sharp, clear and vibrant.

### Award winning innovation

Globecam™ was a 2013 IBC Innovation Award finalist in Amsterdam. In 2014 it won the Sportel Innovation Award and the Australia Subscription TV award for innovation. The same year, it ranked 19th in the Business Review Weekly Innovation Awards for R&D for its customised, wearable miniature camera solutions.

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## Take your content global



**Legend**

-  Telstra Broadcast Operations Centre
-  PAC TV Broadcast Facility
-  Network Point of Presence
-  Satellite Teleports Earth stations/teleports
-  Satellite Coverage Access to over 40 satellites
-  Telstra Global Media Network Bidirectional network connection
-  Telstra DVN Network Bidirectional network connection
-  Future Network Point of Presence

**United States & Europe**

**Asia**

**Australia & New Zealand**