

# BLT Italia video servers deliver stunning HD sports video and super slow motion replay capabilities with help from ADI video and audio codecs



Sports content providers were among the earliest media entities to embrace the high definition (HD) video revolution, providing viewers with stunningly crisp video coverage of their favorite teams and athletes in action. But the advent of HD sports programming introduced a new challenge that had long ago been mastered for the standard definition (SD) video format: slow motion replay. The high data rates inherent to HDTV inhibited conventional video servers' abilities to maintain multiple live broadcast feeds while simultaneously delivering slow motion replay footage.



The video server provider, [BLT Italia](#), was among the first to recognize and address this challenge, resolving to provide Italy's passionate soccer fans with the highest possible quality video, from live action game play to instant replay. To achieve this, BLT Italia would have to tap into advanced data conversion and real-time encoding technologies that could process multiple high rate bit streams at once. The company found what it was looking for in Analog Devices' portfolio of high performance video and audio codecs.

[BLT Italia's premier 2-channel SMS-220HD and 4-channel SMS-400HD video servers](#) feature ADI's [ADV212](#) video and [ADAV803](#) stereo audio codecs, working

in concert to deliver crystal clear HD video and audio resolution, even during simultaneous recording and playback operations. Offering instantaneous push-button playback, replay, live editing, slow motion, and super slow motion capabilities, these video servers have quickly earned a reputation as the professional-grade video servers of choice for customers including high profile national broadcaster RAI and electronics and entertainment conglomerate, Sony.<sup>®</sup>

Within these systems, ADI's [ADV212 Wavescale™ video codec](#) handles the JPEG2000 standard-based video compression and decompression tasks required for high speed sports video applications, while the single-chip [ADAV803 stereo audio codec](#) provides high performance record, playback, and format conversion via the integrated ADC, DAC, and SRC cores, respectively. The combination of these features has helped position BLT Italia's SMS-220HD and SMS-400HD systems among the leading HD video servers in the European sports market, seamlessly delivering fast-paced HD sports action without compromising the instantaneous replay capabilities that television directors use to capture unforgettable moments for the enjoyment of millions of television viewers such as soccer fans who depend on instant replays to analyze every facet of the game, from player footwork to ball trajectories.



“ADI's high performance video and audio codecs have been critical to our success in the competitive sports-specialized video server market, affording us capabilities that broadcast engineers and soccer fans alike can appreciate.”

**Alfredo Bartelletti, Technical Director, BLT Italia srl**