

# Ellegy Drives Matrox Multi-Ingest in Live Webcasts of the International GT Open

London-based company, Ellegy Ltd, has deployed Matrox's Multi-Ingest video capture card and Telestream's Wirecast Pro live webcasting software to capture and stream live web coverage of the International GT Open car championship races in seven countries across Europe.

Ellegy Ltd is a promotional and media production company specialising in motorsports. Upon being named the official advertising agency for the International GT Open in January 2011, Ellegy decided to expand its media services to include a live program dedicated specifically to web distribution.

Ellegy took the initial SDI feed from the TV truck and used the remaining three SDI inputs of the Matrox Multi-Ingest card to add extra content to the live web broadcast through Wirecast Pro. The extra footage included in-car and pit-stop footage as well as pre- and post-race interviews.

CEO Brian Lavio said, "We chose Matrox and Telestream which offered a solution that could easily complement our existing Apple hardware. Following the championship through several countries required a solution which was both cost effective and easily transportable. Using a solution consisting of multiple manufacturers gave me the freedom and flexibility to reduce any risks throughout the series. Also, working closely with Matrox, I noticed their exceptional customer service which enabled us to instantly solve any technical issues."

The Matrox Multi-Ingest and Telestream Wirecast solution was used to stream live coverage at Circuit de Nevers Magny-Cours (France) in May, the Circuit de Spa-Francorchamps (Belgium) in June, and Brands Hatch (UK) in July. It will be used throughout the remainder of the season for the following events which can be viewed at [www.gtopen.net](http://www.gtopen.net): Red Bull Ring (Austria) in August, Autodromo do Algarve (Portugal) in September, as well as Autodromo Internazionale di Monza (Italy) and Circuit de Catalunya (Spain) in October.



Matrox Multi-Ingest

Matrox Multi brings a new level of channel density to Mac Pro systems. In a single PCIe slot, a Matrox Multi-Ingest card provides up to four independent HD-SDI inputs with up to 16 embedded audio channels per SDI stream. Matrox Multi delivers broadcast-quality video and audio for professional multi-camera events while taking up an absolute minimum of the precious real estate inside the system.

Telestream Wirecast Pro combines live switching between multiple camera feeds with the live video production features that professionals require – including chroma key, transitions, 3D graphics, built-in titles or lower-thirds, virtual 3D foregrounds, backgrounds and virtual sets, plus built-in scoreboard templates – to create beautiful broadcast productions for the Web. When ready to go live, Wirecast supports live encoding to popular streaming formats, including QuickTime, On2 Flash 8, H.264, and Windows Media.

"Matrox Multi-Ingest and Telestream Wirecast Pro provide a huge step forward in our workflow," added Lavio. "Multi-camera live web production opens new doors for our company by allowing us to explore new business opportunities for offering full-HD video to the web. Also, with the recent acquisition of another Matrox product, MXO2 LE MAX, for our post-race highlights videos for the web, we are looking to use the Matrox MAX technology to enhance our distribution of media to other countries and our expansion into the Americas."

“Currently we use Drop Box to distribute video content and the MAX technology offers us high quality HD video but with the benefit of small file sizes; this makes it ideal for our video distribution workflow.”

For more information about Ellegy Ltd visit [www.ellegy.com](http://www.ellegy.com)

For more information about Matrox and Multi-Ingest visit [www.matrox.com/video](http://www.matrox.com/video)

For more information about Telestream and Wirecast visit [www.telestream.net](http://www.telestream.net)

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