

Omega Desert Classic Virtual Solution



EVENT: OMEGA Golf Dubai Desert Classic
LOCATION: Dubai, UAE

DATE: January 2021

The OMEGA Dubai Desert Classic saw some of the world's greatest players return to Emirates Golf Club this year to participate in the 4-day tournament.

Creative Technology (CT) supplied audiovisual technology for the world-renowned event on behalf of our client European Tour. Alongside providing our Tournament Television service comprising of TV's, LED screens and on-course digital LED leaderboards, CT supplied a virtual media set up to enable journalists and fans to interview players remotely from anywhere in the world.

Brief:

Deliver a virtual solution to allow journalists and fans around the world to hold Q&A sessions with the players via a video conferencing platform.

Solution:

Video conferencing platforms such as Zoom are an excellent tool for internal corporate communication but when tasked with delivering high-level meetings and press conferences you start to see the fundamental issues that come with solely relying on these applications. CT was able to offer our client video and audio technology to enhance

the video conferencing platform solution.

CT's high production video conferencing solution consisted of cameras, audio and display screens. The journalists, fans and players needed to be able to hear one another clearly. As the audio on video conferencing platforms are not always suitable for high-level meetings and conferences, CT provided an audio solution to enhance the production. The audio solution consisted of a PA system to enable the players to hear the questions they were being asked and microphones so the journalists and fans could easily hear the players.

CT's camera solution provided an engaging and seamless experience through enhancing the virtual interaction between the audience and the players. CT used pan tilt zoom cameras (PTZ) to allow the flexibility of wide or zoomed shots while ensuring the crew remained at a safe social distance from the players.

The easy to set up solution enabled journalists and fans to interact with the players remotely from anywhere in the world.