

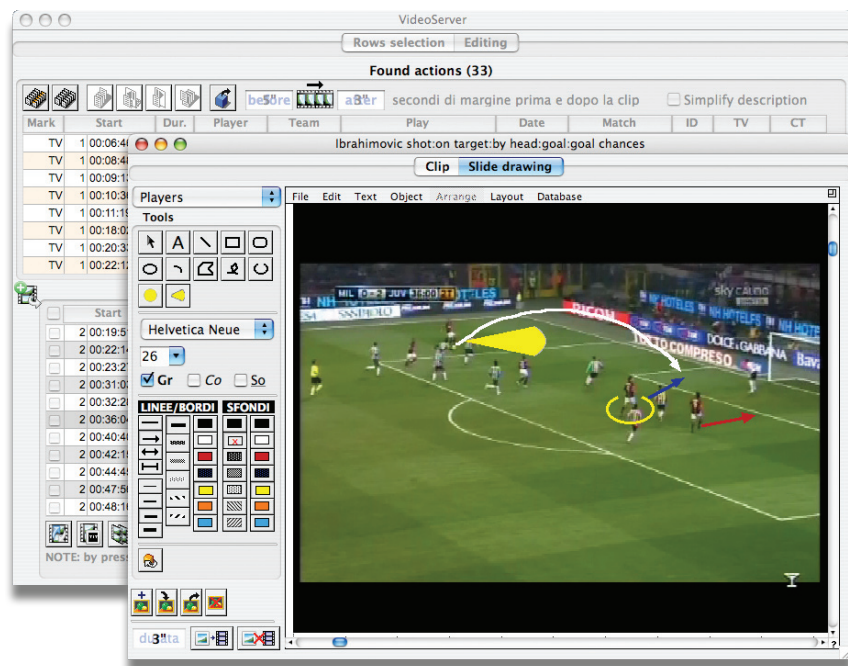


PANINI GROUP - THE DIGITALSOCCER PROJECT

4D's powerful software combined with advanced video technology has helped to create an unparalleled system to evaluate performance and prospects of football teams and players.

DigitalSoccer Project (Panini Group) started in 1994 and is now Italy's leading company in the field of collecting statistics and supplying information services to support football organizations and media companies, including being the official provider of statistics to Italy's Lega Calcio in the 2008-2009 season.

In general, sport events are analyzed from a subjective point of view. The DigitalSoccer Project was created with the aim of introducing objectivity into the technical and tactical observation of a football match.



"4D allows us to quickly and easily develop in a multi-platform environment, taking advantage of advanced graphics and video plug-ins, as well as a seriously powerful database."

Leonardo Grilli
IT Manager
DigitalSoccer Project

4D Server v11 SQL running as a video server. The system allows for video editing and montage.

In recent years DSP's main activity was to supply to technical staffs and football organizations with the instruments necessary to evaluate, study and improve players' and teams' performance using sophisticated software and data analysis techniques.

The Scout System

DigitalSoccer Project has developed and implemented software for a match's technical/tactical scout,

the DigitalScout.

The software is based on 4D (having started under version 3.x in 1994), a voice recognition system, and collects – in real time – approximately 1500 lines of data per match, each one with the following specifications: time coordinates (time code in/out), spatial coordinates (position in the beginning and at the end of an action), player, type and consequence of the technical action.

The system therefore allows an enormous amount of data to be collected in real-time. It is possible to observe the progress of a match, the performance of a player and to evaluate and compare the players' and teams' technical characteristics, among other factors.

The data from 20 workstations running the standalone 4D Digital Scout is collected on 4D Server v11 SQL, where the details of thousands of players on teams all over the world can be found.

The Montage System

4D Server v11 SQL also works as a video server called DigitalLog, capable of creating automatic video montages (with QMedia) and graphical reports (with HMReport).

It is essentially a computer containing the complete video of matches, which are indexed according to the DigitalSoccer system. This index allows instant searches of, and access to, the images necessary to create and analyze video montages.

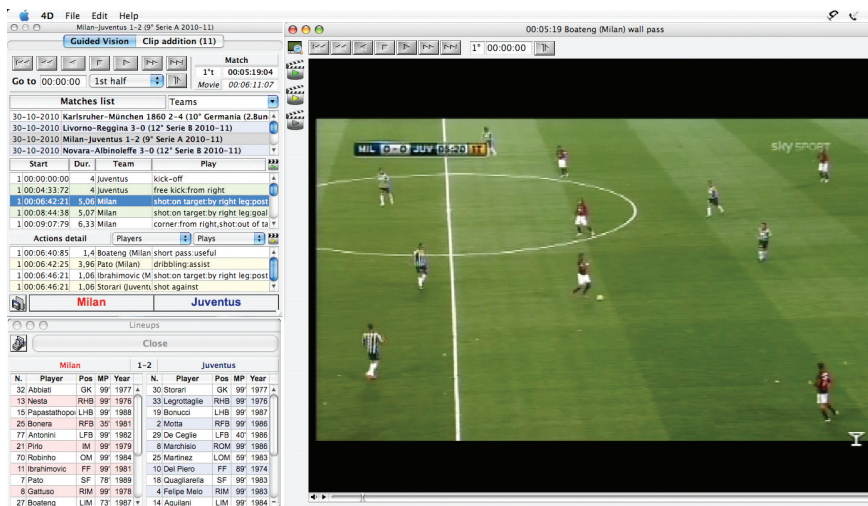
Graphics and comments can quickly be added to the images, useful for explaining plays and highlighting actions or possible mistakes.

The system is capable of managing more than one video of the same match simultaneously, typically television and bird's-eye camera images – so every movement of every

Panini Group

Panini was founded as a card and sticker company in Modena, Italy, in 1961. It has since grown globally with collectibles, new media and digital divisions in over 100 countries.

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The main events of each match can be easily viewed and many personal descriptions added.

single player can be visualized at any given moment.

With 4D at its core, DigitalLog can quickly and easily evaluate single players' performances for the transfer market, or create video presentations about individual players to help their sale or purchase.

The DigitalLog video server also serves as an archive containing all of a team's matches, allowing the team to create its own videos and to use them for different purposes – not only for sports management but also for the creation of commercial products (e.g. video publications).

Thanks to 4D and its advanced plugins, Panini Digital can offer an amazing and powerful system, unrivaled among databases.