



EIM Solutions introduces innovative data acquisition and results services system for bouldering

A professional data service solution for climbing and bouldering was used at the “adidas ROCKSTARS“ event in Austria’s Oetz Valley last weekend for the first time. EIM Solutions had developed an integrated real-time solution for data acquisition, data evaluation and data processing for the new contest format. A flexible and modular data service system, it serves as a professional basis for the management and operation of a climbing event as a multi-channel live communication platform.

EIM Solutions’ live results services system combines the entire data, results and graphics management in a modular solution package. An integrated system for data and results service, it offers real-time access to relevant information for all target groups, among them referees, athletes, event hosts and audiences. All information are saved in a central database, and are automatically processed and delivered in various different output formats, such as the big screen on-site, live webcast, online results service, TV broadcasting and other information systems.

The live event information system has three main components: Data acquisition of the referees is done by a web client, based on iPod Touch devices. The referees enter the athletes’ acquired scores, which are automatically transmitted to the central database via a secure WLAN network. Based on the available data, the results module conducts a real-time evaluation of the current ranking. The output system processes and edits these data for different output media and target groups: A web-based information system provides hosts and commentators with up-to-date information about the course of the competition as well as further details about the athlete, event or contest format. Spectators on-site as well as TV audiences can follow the changes in ranking “live and direct” – TV graphics are rendered with the database system’s information in real time, and are delivered to the event directors time-invariant and in HD quality. Data output is also possible as XML feed and Facebook/Twitter status update as well as online results service. Please find a show-reel of the “adidas ROCKSTARS” TV graphics package on www.youtube.com/watch?v=t9vtxwydjV8&hd=1.

Mike Hamel, general manager of Planet Talk GmbH and organizer of the “adidas ROCKSTARS“ event: “Presenting a first-class boulder event with international boulder stars and live concert atmosphere, we intend to address a large target group. To be able to inspire and attract climbers as well as other sports and music enthusiasts, it’s story telling and transparency of the event, which play a crucial role. Thanks to EIM Solutions, we were able to create a high level of suspense. Based on our requirements, EIM developed a truly successful data handling solution, live TV graphics package included. As for previous projects, collaborating with EIM Solutions was really great and exceeded all our expectations.”

Alex Dörr, general manager of EIM Solutions: “We were very happy about Planet Talk’s request to develop and implement a live event information system for climbing. Drawing upon more than ten years’ experience in other sports, we realized a system solution as a basis for further development. We always aim to fulfill both client and user requests in perfection, since continually further developing our service portfolio is the only way for us to meet the highest demands. Thanks to our modular system architecture, our service range remains completely variable. From a basic package for national contest formats to multi-channel communication of a world championship – we cover it all.”

About EIM (Event Information Management) Solutions:

EIM Solutions is the worldwide leader in offering professional IT solutions for action sports events. EIM covers numerous different sports disciplines and events on a global and national basis. Based on flexible and scalable systems, EIM Solutions provides clients with tailor-made solutions for all kinds of event processes, from registration, accreditation and data service to information systems and TV graphics. Events profit from EIM’s innovative services, including integrated solutions for live communication and real-time data processing, as well as from the company staff’s many years’ experience. A consultant to sport associations, the company also develops specialized IT solutions for successful media marketing. EIM Solutions’ open system structure allows for the adaption of existing live event communication modules for various different uses within the world of sports – the core competences involve action and outdoor sports,



such as snowboarding, freeskiing, kitesurfing, windsurfing, wakeboarding, skateboarding, mountain biking, BMX, motocross or bouldering.

For more detailed information please visit: www.eim-solutions.com.

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