



## Ellegy Streams Live Web Coverage of the International GT Open with Telestream and Matrox Technology

*Wirecast live webcasting software and Matrox Multi-Ingest video capture used to live stream the International GT Open to Web viewers*

*"We chose Matrox and Telestream because they fit our Apple hardware requirements and because of their exceptional customer relationship programs which enable us to instantly solve any technical issue. Our new Web program allows us to provide more content, including live camera transmission from the pit lane and live interviews."*

Brian Lavio  
CEO, Ellegy

### Background

Ellegy Limited is a promotion and media production company that specializes in motorsports. In addition to live television services, Ellegy's media department has been providing web TV and web channel services for its motorsport clients for over ten years. In January 2011, the company became the official advertising agency for the International GT Open, one of the most important and respected Grand Touring car championships in Europe.

### The Opportunity

Upon being named the advertising agency for the International GT Open, Ellegy decided to expand its media services to include a live program dedicated specifically to Web distribution. The new Web program would provide more content than was normally produced for television, including live camera transmission from the pit lane, live interviews after podium addresses, and different ways of providing audio comments.

### The Solution

Since Ellegy uses Apple hardware, it turned to Matrox and Telestream to provide a multi-camera ingest, live production and Web streaming solution.

According to Ellegy CEO Brian Lavio, "We chose Matrox and Telestream because they fit our Apple hardware requirements and because of their exceptional customer relationship programs which enable us to instantly solve any technical issue. Our new Web program allows us to provide more content, including live camera transmission from the pit lane and live interviews."



## Case Study: Ellegy Limited

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Matrox Multi-Ingest video capture card and Telestream Wirecast Pro live webcasting software were successfully deployed by Ellegy on an Apple Mac Pro 8-core desktop computer in time for multiple circuits of the 2011 International GT Open beginning in May and running until October 2011:

- Circuit de Nevers Magny-Cours in France, in May
- Circuit de Spa-Francorchamps in Belgium, in June
- Brands Hatch Circuit in England, in July
- Red Bull Ring Circuit in Austria, in August
- Autodromo do Algarve in Portimao, Portugal, in September
- Autodromo Internazionale di Monza in Italy, in October
- Circuit de Catalunya in Barcellona, Spain, in October

The number of professional cameras and equipment used to capture and produce the television and Web programming attests to the magnitude of the production. Twelve professional cameras were located around the circuit, five cameras were used for interviews and behind the scenes shots, and a number of cameras were mounted onboard the race cars. Five MacBook Pro computers running Final Cut Pro were used for post production, plus an audio mixer and 3 microphones enabled live audio coverage.

### The Result

“Matrox Multi-Ingest and Telestream Wirecast Pro provide a huge step forward in our workflow,” adds Lavio. “Multi-camera live Web production opens new doors for our company by allowing us to explore new business opportunities outside of motorsports. We look forward to promoting this new service to the music industry, where we can now live stream concerts in full HD to the Web.”

### The integrated Telestream/Matrox solution

Ellegy Ltd. is one of the first companies to deploy the integrated Telestream/Matrox solution which became available in 2011. Learn more about the [combined solution](#) which allows simultaneous capture of multiple camera sources for live video production and streaming.

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For more information, visit: [www.telestream.net](http://www.telestream.net) [www.matrox.com](http://www.matrox.com) [www.ellegy.com](http://www.ellegy.com)

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