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BitFire Partners with PGA Tour and Trackman to Provide Remote Production Solution

PHOENIX, Ariz. – (March 16, 2021) – A worldwide audience had front row seats to the PGA Tour’s THE PLAYERS Championship at TPC Sawgrass, March 11-14th, 2021, and BitFire Networks played a key role in providing remote production services for one of the broadcast’s key vendors, Trackman.

BitFire was commissioned by the PGA Tour to help solve a unique problem during the pandemic: how to ensure consistent utilization of Trackman’s technology while minimizing on-site personnel requirements. BitFire’s Engineering and Operations teams designed a workflow that allowed Trackman’s operators to execute their responsibilities in real-time from their offices in Scottsdale, Arizona...more than two thousand miles away from the on-site television production compound in Ponte Vedra, Florida.

BitFire’s transport network delivers live video and audio from wherever it is, to where it needs to be - securely, reliably and at broadcast quality – all over the public internet. On account of the profile of THE PLAYERS, it was imperative that Trackman had insight into every hole and grouping throughout the tournament. Utilizing the PGA Tour’s on-site production resources, BitFire encoded multiple SDI sources in Ponte Vedra, FL and decoded those same sources at Trackman’s facility in Scottsdale, AZ, with transport latencies as low as 250ms, allowing Trackman to seamlessly operate their technology on-site at the event.

“This partnership with the PGA and Trackman shows just how sophisticated golf production has become, always keeping viewers at the forefront with an uncompromised, broadcast-quality experience,” said Bob Sullivan, CEO of BitFire. “It is also a custom solution, created by a team of broadcasting experts, who are creating socially distanced results in an era of COVID-19.”

With the addition of the PGA to its client roster, BitFire's rapid growth demonstrates its continued success in providing superior, end to end live transmission and production solutions.

"As a company built by broadcasters for broadcast solutions, we create customized solutions for our clients", added Sullivan. "This partnership shines a bright, global spotlight on the depth of BitFire's talent, technologies, and solution-focused capabilities. We truly see BitFire leading the charge in taking live IP video transmission and production into the future."

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About BitFire

BitFire is an end-to-end live video transmission and production solution built by broadcasters for broadcast solutions. With headquarters in Phoenix and Boston, BitFire was created in response to new-world demand for an agile, professional-grade, live IP video transport experience, and expert remote production services. BitFire's comprehensive platform includes the BitFire Transport Network, a fully managed portal that provides point-to-point delivery of broadcast-quality video to wherever it needs to go. The BitFire Transport Network can be accessed by either browser-based FireBridge, when broadcast is needed for one-to-one or one-to-many live contribution and collaboration, or through FirePower, a stackable HD server and authentic configuration that receives and delivers video packets with deterministic latency and frame-accurate synchronization. BitFire Production Services are provided by a team of broadcast experts, along with production trucks and additional assets, including remote production control rooms (REMI), camera packages, and live production and post- production capabilities. BitFire is taking live video from where it is, to where it needs to be.

Visit BitFireNetworks.com for more information.