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RIEDEL RICAM GOGGLES CAMERA TO PROVIDE LIVE-POV SHOTS AT ALPINE SKI WORLD CHAMPIONSHIP

Schladming, Austria (February 07, 2013). – At the Alpine Skiing World

Championship in Schladming, the host broadcaster ORF once again plays a pivotal role in alpine skiing by broadcasting live POV camera images from the skier's perspective for the first time. The wireless camera solution was developed by Riedel Communications, a leading provider of video, audio and communications solutions, in

collaboration with the International Ski Federation FIS and Austrian public broadcaster ORF.



Due to the size, weight, and not least because of the safety requirements in skiing, onboard POV images from the athletes' perspective were not possible. Riedel Communications – also responsible for the wireless transmission of live video signals at Felix Baumgartner's stratospheric leap – has developed a new type of



camera for this application. The patented wireless camera solution RiCam is fully integrated into the goggles' straps, allowing spectacular live images from the perspective of the racers.

The development of the camera took about one and a half years. The RiCam solution consisting of camera, transmitter, battery and

strap weighs only 64 grams and is incorporated aerodynamically into the strap of the ski goggles. Special carbon fiber wings protect the components from the slalom gates. For the development Riedel cooperated closely with the International Ski Federation FIS, the Austrian Ski Federation ÖSV, the Race Directors Günter Hujara and Atle Skårdal as well as with several manufacturers of ski goggles and helmets.

"Our goal is always to provide our customers with a competitive edge," says Thomas Riedel, founder and CEO of Riedel Communications. "Nowadays there is serious competition in sports broadcasting between the various kinds of sports. Spectacular pictures are the key to achieve prime time positions. We're happy to help making alpine skiing with the RiCam an even more spectacular viewing experience. "

FIS and ORF expect a lot from the new solution as live scenes from the rider's perspective during the race and the impressions immediately before the start and after the finish line promise additional dramatic elements. At the World Cup in Schladming ORF uses the new camera in the disciplines of giant slalom, slalom and slalom combination.



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About Riedel

Riedel Communications designs, manufactures and distributes the most pioneering real-time networks for video, audio and communications for broadcast, pro-audio, event, sports, theater and security applications worldwide. The products reflect today's leading-edge technologies that translate tomorrow's demands into today's solutions. The company also provides rental services for radio and intercom systems, event IT solutions as well as fiber-based and wireless audio & video transmission systems for large-scale events such as Olympic Games or FIFA World Cups. The Company was founded in 1987 and today employs over 400 people located within 11 locations in Europe, Australia, Asia and the Americas.

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