

David Elliott/Lubie Rocks inc.

MLG Live Digital Broadcasting Project

What is the MLG?

Major League Gaming is the largest professional video game league in the world. MLG is the dominant media property exclusively targeting the approximately 40 million consumers in North America who have a passion for playing video games as a competitive social activity, while giving sponsoring brands access to this highly influential demographic. They represent the best professional gamers and give millions of aspiring players around the world an opportunity to compete, improve their skills, socialize through the thriving online community, and live Pro Circuit competitions.

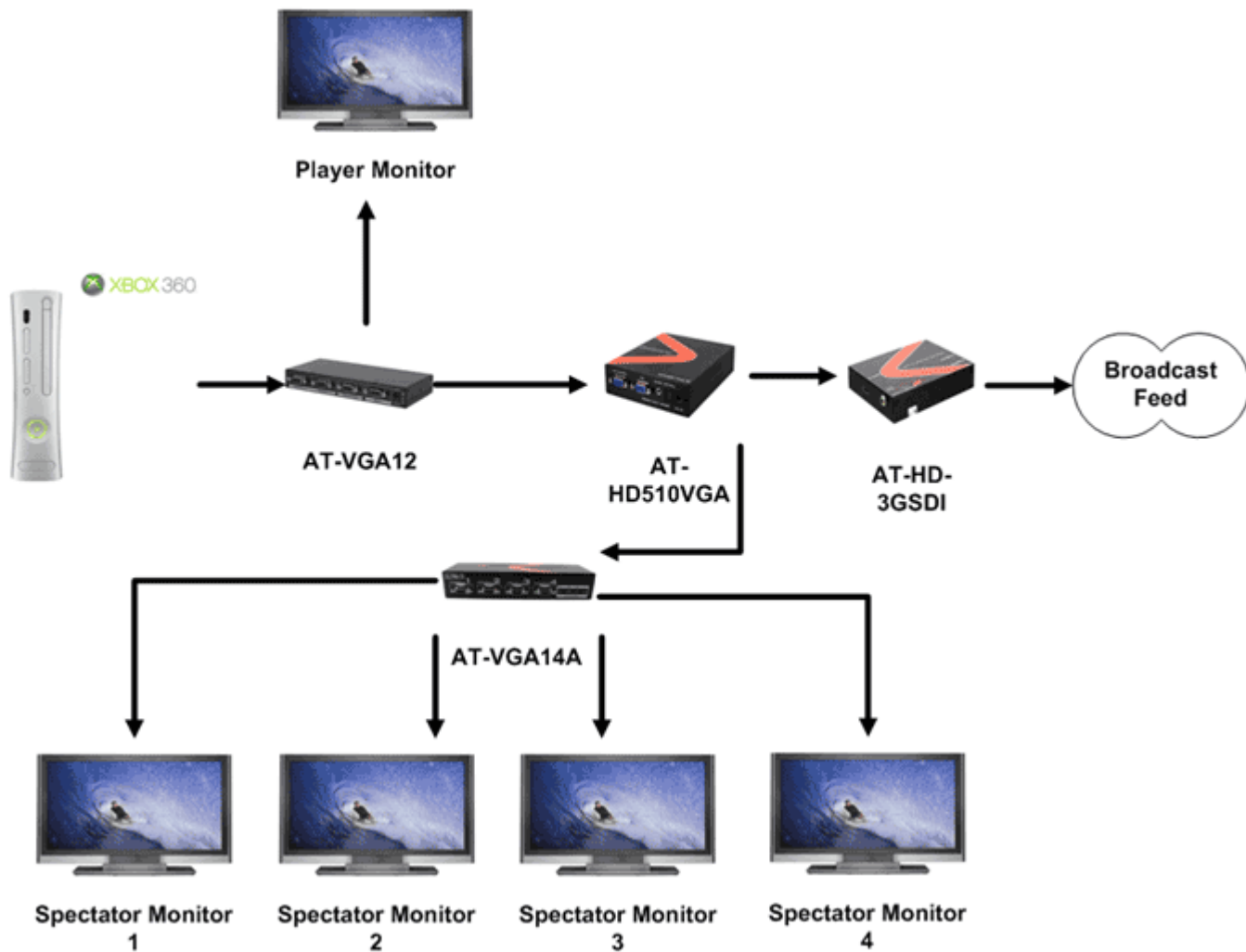


Why Atlona?

The MLG wanted to provide their competitors with the best video quality, without introducing additional video latency, the ability to broadcast any of the individual feeds live, and distribute the video to multipliable local monitors. Atlona was there to not only answer questions about how this can be done, but to also accept this challenge and provide solutions. Atlona's devices were able to provide superior video quality when converting or splitting the signal, additionally the equipment did not introduce any additional video latency which is key for this type of competition. Ensuring that the video that was being processed looked as good as it would direct from the source.



The Layout



VGA Splitting Stage 1

The first piece of equipment used was the AT-VGA12. This was used to connect the first VGA line between the competitors gaming system of choice and their display. The second line from this distribution amplifier was used to send the signal to the AT-HD510VGA for further video distribution. The AT-VGA12 features the ability to fine tune the image's sharpness and contrast so the video could be adjusted depending on the users preferences.



AT-VGA12



Signal conversion and splitting

The next step in the connection was going from one of the VGA out of the AT-VGA12 into the AT-HD510VGA. With the HD510VGA they converted the signal from VGA to HDMI, then sending the signal out to the AT-HD-3GSDI which was converting the video to SDI for the MLG's high end HD broadcasting equipment. The VGA loop out on the HD510VGA would also be connecting to a AT-VGA14A for further video distribution.



AT-HD510VGA



AT-HD-3GSDI

VGA Splitting Stage 2

One of the most crucial things for the MLG Pro Circuit was ensuring that the spectators could see the matches as well the competitors. This is where the AT-VGA14A came in to play. This VGA splitter took the signal from the AT-HD510VGA local VGA loop out connection and distributed it to four large HD displays. Creating an environment where any match could be seen from any stage or venue. This equipment was not only used at the competition stations but on the main event stages as well.



AT-VGA14A

The End Result

When the tournaments kicked off everything was setup and working seamlessly, which is always the goal for any production. Competitors were not only impressed by the quality of the video, but were also amazed that with so much equipment involved there was no noticeable difference from their equipment at home. With the production crew happy with the quality of the broadcast, and the ease of use of the Atlona equipment the 2010 MLG Pro Circuit was a success. The relationship between the MLG and Atlona will only continue to grow through the 2011 season as Atlona will provide solutions and support to the MLG and their partners.

