Deltatre And SNEAKY BIG Partner To Deliver Bespoke TV Graphics Solution For College Basketball

*Scottsdale-based studio to produce all Grand Canyon University Men’s basketball home games*

SCOTTSDALE, Ariz. (PRWEB) November 05, 2019 -- Deltatre, the global sports media technology provider has been selected by SNEAKY BIG to provide a TV graphics solution for its production and distribution of all Grand Canyon University (GCU) Men’s NCAA Division I basketball home games. Located in Scottsdale, Arizona, SNEAKY BIG is one of the largest and most technologically advanced production facilities in the United States.

The new season, which starts November 5 and encompasses 17 regular-season home games, will be aired locally on Fox 10 Xtra and will also stream on GCU.tv.

Gilles Mas, President, Live Division, Deltatre said: “We’re delighted to be able to provide our market-leading graphics solution to college basketball for the first time, and we’re honoured that SNEAKY BIG decided to partner with us on this project. At Deltatre, we’re committed to helping clients provide fans with the best viewing experience possible, and our cutting-edge, impactful service will provide Grand Canyon University followers with just that.”

Deltatre has a long history of providing its graphics solution to some of the leading sports rights holders and properties around the world. Underpinned by the world's most powerful gaming engine, Unity, Deltatre’s future-proofed, multi-platform graphics solutions help content producers create high-quality visualisations in real time. This is the company’s first venture in college basketball.

“We’re thrilled to be partnering with Deltatre to bring the remote GCU fanbase an incredible experience during the upcoming basketball season,” said Marianne Guenther, CEO of SNEAKY BIG. “Deltatre’s unrivalled expertise and graphics combined with SNEAKY BIG’s sports broadcast capabilities will take game telecasts to the next level.”

To learn more about Deltatre’s technology and graphics solutions visit: https://www.deltatre.com/.

About Deltatre
Deltatre is the global leader in fan-first experiences and is trusted by the world’s largest sports federations, leagues, and media companies. Across its market-leading product and services portfolio - which includes OTT, digital, content production, data, and broadcast services - the company has helped redefine the way the world consumes sports and entertainment over its thirty-three-year history. Counting some of the most influential organisations in the world amongst its vast client portfolio, including ATP World Tour, IAAF, PCCW, DFL, WWE, Bell Media, DR, BBC, and Premier League, the company now employs more than 1,000 staff across its 19 offices globally.

About SNEAKY BIG
Located in North Scottsdale and encompassing more than 15,000 square feet, SNEAKY BIG is one of the largest, most technologically advanced production facilities in the nation. In addition to a full range of video and audio production offerings, SNEAKY BIG’s core divisions include live broadcasting with an emphasis on sports and events, animations with a broad range of graphic, 3-D and virtual and augmented reality capabilities.
and the creation of original programming – everything from pilots to full series productions. SNEAKY BIG offers clients two stages, a production control room optimized with state-of-the-art audio and video equipment, multiple editing suites and a color correction suite with the most advanced equipment and software on the market. To learn more, visit SNEAKYBIG.com.


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