

# Dartfish Users Worldwide Top Out with over 400 Medals at London 2012 Summer Games



Dartfish was used worldwide to analyze performance by Olympic teams and for judging events at the Games, by athletes and coaches training for the Games, and for stunning broadcast imagery of the Games by television networks around the globe.

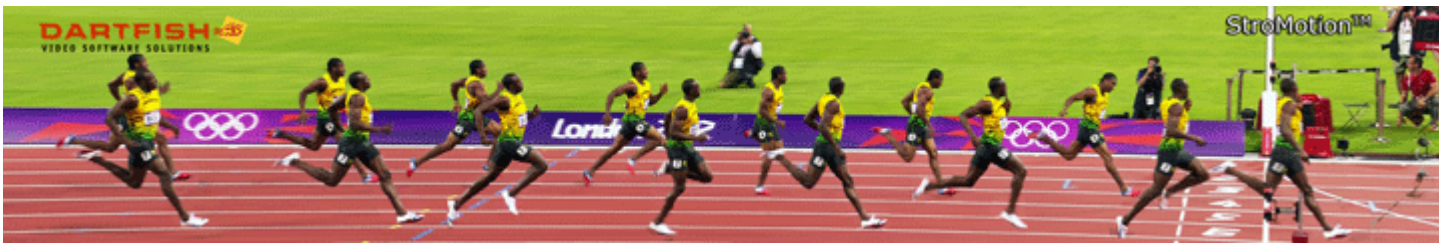
*"The world focused for 17 days of agony and ecstasy on the London 2012 Summer Olympic Games. Dartfish users earned over 400 medals at the Games as athletes, coaches, and technicians honed performances to medal winning perfection.*

*Congratulations to each athlete and medal winner. We honor your extraordinary talent, determination, and drive and we thank you for your trust."*

Team Dartfish



Technicians from around the world (Russia, Australia, Holland, France, Great Britain, Canada, and the USA) use Dartfish to capture cycling performances at the London Olympic Velodrome.



## Multiple Gold Winning Medalist Usain Bolt *'the fastest sprinter on the planet'* Uses Dartfish to Perfect His Technique

Usain Bolt stated in Stuff's August 4, 2012 article, [Usain Bolt's Gadget Life](#),  
*"To monitor my training, we use Dartfish technology . . . it pretty much just slows everything down so you can work on your technique - I just run! It's really improved my starts. My coach sits and analyzes all my movements: where my foot should be and what angle I should be at."*

## Top Tech Innovations from 2012 Olympics

Tech ESPN Playbook/By Charles Curtis/August 13, 2012

"Looking back at London's Olympic Summer Games with a more discerning eye - countless athletes can credit cutting-edge technology that elevated some of them from also-rans to top of the podium."

[Dartfish was named by Tech ESPN as one of 'five innovations that deserve gold medals of their own.'](#) "

**Congratulations to Great Britain for doing a fantastic job of hosting the 2012 London Summer Olympic Games and to Team GB for Winning 65 Medals, 17 more than in Beijing!**



Special thanks go to Team Dartfish in GB for their efforts in helping athletes and coaches worldwide use Dartfish technology in their medal quests.

◀ Team GB Dartfishes their respective team performances at their Headquarters in London at the 2012 Olympic Games.

## Olympics 2012: Video Analysis Software Powers Team GB

BBC News Technology

By Dougal Shaw, Technology Reporter

[Performance Analyst Stafford Murray explains the software powering Team GB](#). It's the Dartfish **SimulCam**, or *ghosting* feature that really excites Murray. *'It allows us to overlay two separate performances, to either look at ourselves twice to see where we're losing time, or making it up. Or we can compare ourselves to our key opponents in the same way,'* Murray explains.

***"The beauty of the software is that we can make changes during the actual performance as opposed to afterwards."*** Stafford Murray GB Performance Analyst

## GB Ground Control - Chris White and Will Forbes



British Cycling/August 15, 2012/By Simon Powers  
GB Olympic Cycling

◀ **Chris White** states, "The footage we capture is compressed and sent down to the coaching staff within a few minutes and displayed on a tablet device. [This is often invaluable, to gain clarity on a few things.](#)"

Chris White (pictured left) runs through some post-ride data with endurance coach Paul Manning.



**Some of the Best Coaches from Around the World Gathered at the Global Coaches House in London for the 2012 Olympic Games**

◀ **Sergei Bubka** (pictured center left), who won six consecutive IAAF World Championships, earned an Olympic gold medal and broke the world record for men's pole vaulting 35 times, cut the ribbon at the opening of the Global Coaches House for the London Games.

Dartfish Specialists were on hand to help with the video analysis needs of Olympic coaches, along with next generation coaches and coach developers.

## Team USA Leads London Summer Games Winning 104 Medals Including 46 Golds!



◀ **Team USA Technician, Kimberly Ann Popp**, Dartfishes trackside at the Olympic Velodrome in London, where they earned 4 cycling medals.



◀ Dartfish CEO, Victor Bergonzoli, left, and Scott Riewald, USOC High Performance Director, connect at the US Olympic Training Center in London during the Games. Many of the USA Teams and individual athletes accessed Dartfish through USOC Performance Specialists.

Olympic Track & Field Coach, Rana Reider used Dartfish to Coach USA Gold Medalist Christian Taylor with a triple jump of 17.81 meters.

“All my training sessions are recorded and watched with Dartfish,” states Reider, widely considered to be one of the top track and field coaches in the world, having been named the United States Track and Field National Coach of the Year in 2011.

## **Team Canada Racks Up 18 Medals in London Winning Gold in Gymnastics Trampoline!**



Team Canada medaled in multiple areas including swimming, wrestling, diving, and cycling.

◀ Canadian Olympic Technician, Kelly McKean uses Dartfish at the London Olympic Velodrome. Canada brought home 3 bronze medals in cycling.

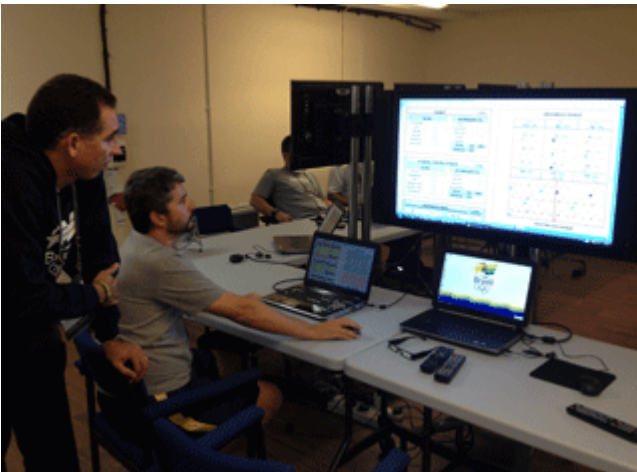
## Team Brazil Medals Seventeen Times



Medal winning venues included judo, boxing, beach volleyball, and swimming to name just some.

◀ Technicians from Team Brazil, 'Dartfish' boxing and volleyball at the Summer Games.

## On the Road to Rio 2016 as in London, Team Brazil Incorporates Dartfish



◀ Cesar Jube (*far left*), Dartfish's Country Manager from Brazil, reviews live feed, tags performance and extracts stats for quick reviews of multiple venues at the Games.

*"I think we are making a big difference on how we see and treat high performance sport in my country. I foresee a great future for Dartfish in Brazil and in Latin America as a whole. As we develop as a country and Brazilians being very passionate about sports, I only see positives about the use and application of Dartfish Technology across the different areas."* Cesar Jube

### [Next Up: Brazil Aims for Record in Rio](#)

The Wall Street Journal by Matthew Futterman/Sara Schaifer Munoz/August 12, 2012

*"In London, Brazil set up a Team Brazil training center, using the city's Crystal Palace Sports Centre. The country also splurged on the latest sports technology, such as the software video program Dartfish that allows athletes to analyze their performances."*

*" 'Our big goal is in Rio,' said Marcus Vinicius Freire, chief executive of the Brazilian Olympic Committee, who has set 30 overall medals as the goal for his country in the 2016 Summer Olympics."*



## Distinguished International Federations Used Dartfish Video Replay in London and Will Use it After the Games to Develop Standardized Evaluation/Education for their Refs/Umpires

### Taekwondo and Wrestling

#### Summer 2012 Games Use Dartfish video Replay for Judging Taekwondo and Wrestling

Not only did taekwondo and wrestling athletes and Olympic medalists worldwide use Dartfish to train for the Games, Dartfish provided all of the video replay used to judge taekwondo and wrestling in London.

***"We are extremely satisfied with our video replay solution powered by Dartfish. Today this has become an essential part of any taekwondo competition. At the London Olympics, we used video replay to verify results, 143 times in 152 matches."*** Jean-Marie Ayer, Secretary General of the WTF

**Hockey** FIH, the Federation of International Hockey, also used video replay for umpiring in London. Their article [Big Brother is Watching](#) explains the process which included Dartfish.

**Judo** EJU, the European Judo Union, used Dartfish for match analysis.



The Dartfish Broadcasting Division Worked with NBC Olympics, the CTV Olympic Consortium, the BBC, SBS, Globosat, and MBC for Global Usage of Dartfish Technology

◀ The London Olympics proved a major success for the Dartfish Broadcasting Division. Special thanks go to Jeff Phillips of Team Dartfish who worked with the CTV Canadian Olympic Consortium Broadcasting at the London Games.

**A final thanks to each athlete, coach, technician, broadcaster and judge for Dartfishing at the 2012 Summer Olympic Games in London!**



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