



CASE STUDY

University of Tulsa

About the University of Tulsa

The University of Tulsa is a private, independent, doctoral-degree-granting institution whose mission reflects these core values: excellence in scholarship, dedication to free inquiry, integrity of character, and commitment to humanity. The university achieves its mission by educating men and women of diverse backgrounds and cultures to become literate in the sciences, humanities, and arts; think critically, and write and speak clearly; succeed in their professions and careers; behave ethically in all aspects of their lives; welcome the responsibility of citizenship and service in a changing world; and acquire the skills and appetite for lifelong learning.

Focus FS-3

Ideal for electronic news gathering (ENG), electronic field production (EFP), and other portable video applications, the FS-3 Camera-Mount DTE Recorder mounts directly to full-size DV camcorders and brings Direct To Edit® disk recording technology to the field. Featuring industry-standard Anton/Bauer, V-mount, PAG lock, or NP battery mount plates, the FS-3 fits perfectly between the camcorder and the battery using a DV input/output port, and draws power from the camcorder's existing battery system.

About Focus Enhancements

Innovation, efficiency, and superior quality are the foundation upon which Focus Enhancements builds its products. A world leader in advanced video production, digital asset management, and digital signage solutions, Focus delivers products that perform superbly day in and day out and backs them with unparalleled service and support.

University Of Tulsa Maximizes Its Video Analysis Capability With LRSSports® System And Focus Enhancements' FS-3

Challenge

After winning just one game in each of its two previous seasons, the University of Tulsa (TU) hired a new football coaching staff and video coordinator for the 2003 season. A private university in Oklahoma, Tulsa plays Division 1-A football in the Western Athletic Conference. Like all major football programs, TU makes extensive use of video study in game preparation. In addition to bringing a new coaching staff onboard, the Golden Hurricanes looked for a way to get more from their football video system—without having to add to their one-man video team.

Solution

This challenge led TU to FieldEdit, a complete football digital video editing system from LRSSports. This solution combines LRSSports software and Focus' FS-3 hardware bringing



Direct to Edit® (DTE) Technology to the football field. The FS-3 lets users record directly to disk, so there's no need to capture tape, transfer files, or convert files. In addition, camera operators can mark clips simply by pressing the pause button on the DV camera.

"FieldEdit helped us get way ahead of the game because all of our coaches were able to grade out their film on the flight home," explained the team's video coordinator. "The coordinators looked at the wide on laptops with their staffs and the line coach looked at the tight on his. My coaches were ecstatic, because after getting in at 4:00 AM, they were able to sleep in on Sunday as opposed to dragging in at 7:00 to grade film."

Results

By eliminating the time required to capture and mark up video, the FS-3 solution resulted in significant time savings for TU—enabling their single video coordinator to produce game and practice video much faster than before. Tulsa's coaching staff could more effectively prepare for games with the improved video analysis capability, and the FieldEdit and FS-3 solution fit the organization's budget and enabled them to accomplish more without increasing headcount.

The University of Tulsa witnessed the biggest turnaround in Division 1-A football for that 2003 season, as the Golden Hurricanes leapt to an overall 8-5 record and reached the school's first bowl game in 12 years.

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