



La directora general de Fluendo, Mercè Delgado, explica que su 'software' incluye un algoritmo que transforma los datos en estadísticas. EL MUNDO

>SOFTWARE

El 'software' de análisis deportivo de la selección belga

La tecnología desarrollada por Fluendo permite analizar hasta ocho fuentes de vídeo simultáneamente y hacer 'zoom' sin perder calidad en la imagen. Por **Lidia Montes**

De la euforia alemana a la sorpresa islandesa, la Eurocopa convoca vótores a través del continente. Pero, contra lo que pueda parecer, el partido no se juega sólo en el campo, se juega también en el terreno de *software* y una *start up* catalana compite por mostrar la valía de su diferenciación tecnológica.

Hasta la analítica deportiva lleva Fluendo su tecnología con LongoMatch Pro. El punto de partida de la empresa se encuentra en la que es su especialidad, el procesado de vídeo.

Con él ha desarrollado una tecnología *software* que permite realizar analítica deportiva de vídeo para traducirlo en estrategia. Un trabajo, este último, ya relegado a la interpretación humana. La directora general de Fluendo, Mercè Delgado, explica que permite aumentar el rendimiento y los resultados de los equipos implicados en este proceso.

Más manual que automático, el procedimiento parte de introducir las fuentes de vídeo del partido que se deseen y, a partir de ahí, el usuario irá identificando cada jugador y las

jugadas que realiza. Es decir, qué es un pase o un fuera de juego, por ejemplo, pudiéndose saltar a cámara rápida aquellos momentos que le resulten más prescindibles.

Una vez identificados todos los elementos oportunos, una serie de algoritmos, que son la clave de la diferenciación de LongoMatch Pro traducirán dichos datos en estadísticas. Una información que si bien cada equipo puede estudiar para autoanalizarse, de la misma forma permite hacerlo con el próximo rival. Identificando de este modo tácticas de jue-

go traducidas a porcentajes en una serie de variables, permite así detectar puntos fuertes y debilidades del equipo.

Y es que la directora general de la empresa no deja escapar la oportunidad para resaltar la diferenciación de su solución: «se encuentra en el procesamiento de vídeo», asegura. La tecnología de los catalanes permite utilizar, a la vez, hasta dieciséis fuentes de vídeo. De hecho, es capaz de realizar el análisis simultáneo de hasta ocho fuentes en contraste, según asegura Delgado, con las cuatro que

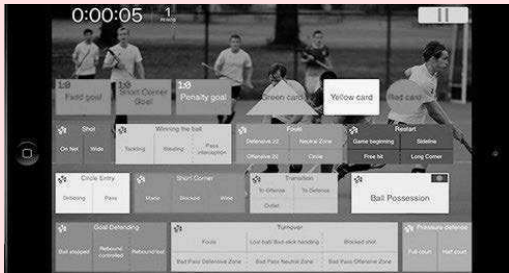
permiten otras soluciones. Además, señala a la posibilidad de hacer *zoom* sobre las imágenes de vídeo sin pérdida alguna de calidad.

Sin ir más lejos, entre los equipos que aplican las posibilidades de este *software* se encuentra la selección belga «desde hace cinco años», inciden desde la compañía. «LongoMatch Pro permite hacer presentaciones de alto nivel para informar a nuestros jugadores de las fortalezas y debilidades de nuestros oponentes», señala Herman de Landtsheer, vídeo analista de Bélgica.

Al margen de los resultados en la final, otros equipos que también hacen uso de la solución son la Selección Española de Balonmano, el Málaga C.F. o la Escuela Johann Cruyff en Holanda.

Para ahorrar tiempo a los entrenadores, Fluendo también lanzó a finales de mayo Tag2Win, una aplicación gratuita sincronizada con LongoMatch Pro que permite grabar y analizar partidos en vivo con una tableta.

LA 'APP' DE LA SEMANA



'TAG2WIN'

La tecnológica barcelonesa Fluendo, responsable del programa de vídeo-análisis deportivo **LongoMatch** ha lanzado *Tag2Win*, una aplicación que permite grabar y analizar partidos en vivo con una tableta para facilitar la tarea de los entrenadores. La agilidad que proporciona la *app* posibilita que los equipos puedan analizar los partidos con un único dispositivo en el campo de juego. Con esta aplicación, los videoanalistas también pueden grabar y analizar el partido simultáneamente desde cualquier lugar.

LO MEJOR

- Tag2Win permite grabar el partido desde la tableta y analizarlo, utilizando el mismo panel de análisis que la versión de **LongoMatch** del ordenador.
- La aplicación cuenta con cerca de 7.000 usuarios en todo el mundo pertenecientes a equipos y escuelas de entrenadores de fútbol, básquet, rugby, balonmano y otros deportes.

LO PEOR

- La *app* solo está disponible para iPhone. El lanzamiento para Android está previsto para el último trimestre de este año.
- Tag2win sólo está disponible para el soporte tableta.

Fluendo vol créixer en les eines de videoanàlisi

APLICACIÓ. Al maig l'empresa traurà una app del seu programa **LongoMatch**

FRANCESC MUÑOZ
BARCELONA

Fluendo, l'empresa creadora de l'eina de videoanàlisi esportiva **LongoMatch**, llançarà a mitjan maig l'aplicació per a telèfons i tauletes que en un primer moment estarà disponible en l'Apple Store i, a partir del juny, en Google Play per a sistema Android. La nova app, que significa l'entrada de Fluendo en el món del mòbil, ha representat una inversió de 500.000 euros i tot un any de desenvolupament. Mercè Delgado, directora general de Fluendo, avança que ja tenen altres novetats per progressar en el món de l'anàlisi de vídeo, tot portant-lo a altres camps més enllà de l'esportiu. La previsió és que aquest segment de negoci sigui un motor de creixement i que el 2019 representi un 50% de la facturació total, que aleshores hauria de ser d'uns 5,5 milions d'euros (el 2015 es va tancar amb unes vendes de 2.140.000 euros).

Fluendo va néixer el 2004 com una empresa especialitzada en el desenvolupament de còdecs (codificadors i descodificadors) multimèdia basats en la plataforma lliure GStreamer. "Som l'única empresa que aglutina totes les patents que hi ha al mercat per veure i escoltar vídeos a l'ordinador o altres dispositius; per tant, el nostre valor afegit és que certifiquem que aquestes rutines són del tot legals", explica Delgado. El fet que el mercat dels Estats Units sigui molt més estricte que l'uropeu en el compli-

FLUENDO

FACTURACIÓ

2,14 M€

TREBALLADORS

17

ANY DE FUNDACIÓ

2004

- Fluendo és 100% propietat de l'empresari d'origen francès Pascal Pegaz-Paquet, impulsor també de Flumotion, empresa de vídeo per Internet i de Digital Origin, de préstecs en línia amb segells com ¡Qué bueno! i Paga Más Tarde.

ment de les normes de propietat intel·lectual explica per què la major part dels seus clients estan sobretot a l'altre costat de l'Atlàntic: empreses com HP, DELL, DreamWorks Studios, Walt Disney, Toshiba i Samsung utilitzen el Oneplay de Fluendo.

DIVERSIFICAR. Aquesta va ser l'única activitat de la firma fins que cap al 2012 van veure la necessitat de diversificar el negoci. Finalment, el 2014 la direcció de l'empresa va apostar pel programari de videoanàlisi, a partir de la idea que havia tingut un desenvolupador de la casa. LongoMatch és una eina al servei dels entrenadors d'equips esportius (professionals o



Mercè Delgado va assumir la direcció general al març; abans, era cap de finances. JOSEP LOSADA



LongoMatch funciona amb etiquetes que permeten designar què es vol analitzar. FLUENDO

aficionats), escoles d'entrenadors, àrbitres i analistes de diverses disciplines de l'esport. El programa analitza les imatges que capta directament el dispositiu on està instal·lat o les que li arriben per una altra via (arxius de vídeo o senyal de televisió, per exemple) i genera estadístiques dels paràmetres que es necessiten. "Es pot analitzar el comportament en el terreny de l'equip propi o del rival, o d'esportistes concrets i tenir els resultats en el mateix moment de manera que es poden prendre decisions mentre es juga; també permet fer anàlisis més reposades a posteriori per millorar la tàctica i fer presentacions", explica la directora general.

Un acord amb l'escola d'entrenadors FutbolLab -que imparteix cursos presencials però també en línia- permetrà que els usuaris de l'eina de Fluendo aconseguixin un certificat de capacitat d'analista de vídeo. L'aplicació mòbil del **LongoMatch** es podrà aconseguir de manera gratuïta, però es cobrarà per un *plugin* de sincronització per fer anàlisis més elaborades.

ALTRES SECTORS. La necessitat de monitorar i analitzar activitats creix d'una manera molt ràpida, i són molts els camps en què es pot aplicar. La sanitat, els recursos humans, el màrqueting i la seguretat són alguns d'aquests sectors i Fluendo no es vol li-

mitar al terreny esportiu, i ja anuncia que a final de juny traurà la versió beta d'una eina d'anàlisi en un sector que encara no vol revelar.

Aquest serà un any de novetats. En l'altra línia de negoci, la del Oneplay, es llançarà el Oneplay Engine, una eina de suport als desenvolupadors que utilitzen la plataforma GStreamer, que és molt complexa, de manera que no caldrà tenir un coneixement profund per treballar-hi.

Fluendo començarà a recollir els fruits dels nous productes el 2017, quan es preveu facturar 3 milions d'euros i assolir els 5,5 milions el 2019. L'últim any la plantilla ha passat de 8 a 17 empleats, sobretot desenvolupadors.

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Learn more at <http://www.longomatch.com>

For more press information:

Newsline
 Miguel Ramos / Robert Sendra
 +34-93-580-1012
mramos@newsline-pr.com / rsendra@newsline.es

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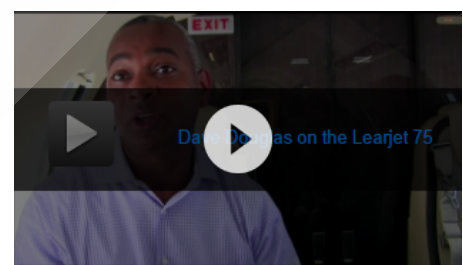
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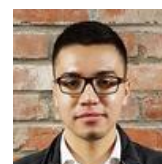
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A man in a white shirt, identified as Alex Fernández, is sitting at a desk in an office. He is looking towards the camera and has his hands clasped. The background shows a modern office environment with glass partitions and computer monitors. A large, faint watermark 'medadev.com' is overlaid diagonally across the image. In the top right corner, there is a green circular icon with a white letter 'C'.

Alex Fernández
director comercial Fluendo

Longomatch es un *software* de videoanálisis deportivo. Se trata de un programa

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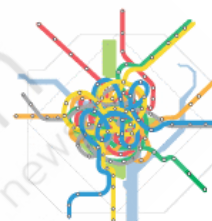
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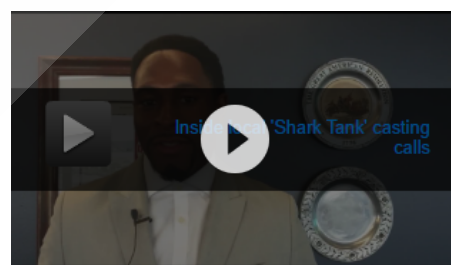
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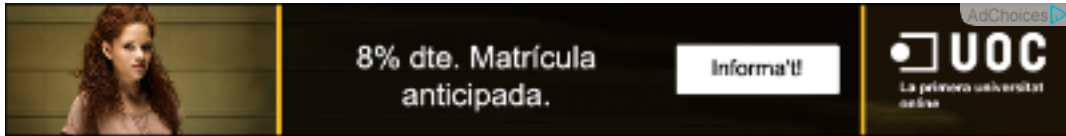
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Newsline

Miguel Ramos / Robert Sendra

+34-93-580-1012

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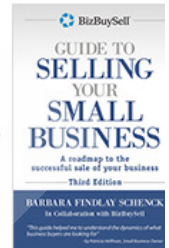
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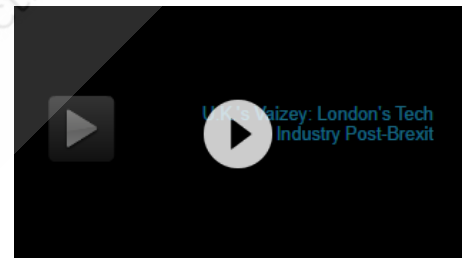
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Fluendo Enters the Mobile Market With LongoMatch Tag2Win, a Real-time Sports Video Analysis App

BARCELONA, Spain, June 15, 2016

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The app uses the same analysis dashboard as the LongoMatch program, and coaches and collaborators can import a project onto their computers using the Sync2Desk plug-in to carry out more detailed analyses.

The application complements LongoMatch PRO, the world's leading sports video analysis software, developed in Spain and used by video analysts from teams such as the Belgian national football team, the Spanish national handball and rugby teams, and professional European, Asian and U.S. teams, among others.

According to Mercè Delgado, CEO of Fluendo S.A., "The mobile market has taken on a strategic role in the new era of Fluendo. We have placed sports video analysis in the palm of coaches' hands to make it more accessible, and we believe that both amateur and professional teams will benefit from Tag2Win and the immediacy it provides."

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Miguel Ramos / Robert Sendra

+34-93-580-1012

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Newswire
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 +34-93-580-1012
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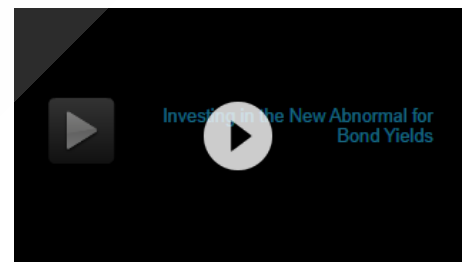
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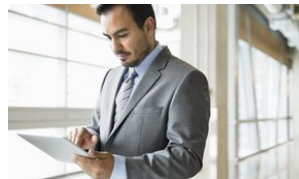
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BARCELONA, Spain, June 15, 2016

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Newsline
 Miguel Ramos / Robert Sendra
 +34-93-580-1012
 mramos@newsline-pr.com / rsendra@newsline.es

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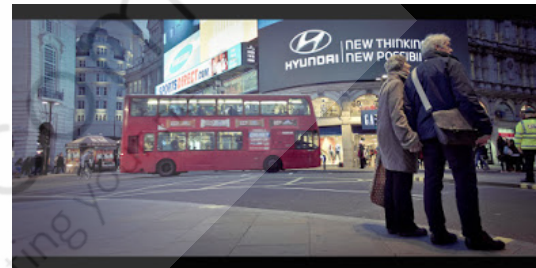
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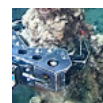
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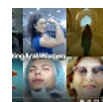
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For more press information:

Newsline

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+34-93-580-1012

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Fluendo:Fluendo Enters the Mobile Market With LongoMatch Tag2Win, a Real-time Sports Video Analysis App

Publish time: 15/06/2016 15:09

Rubric: ECONOMY Company: IPTC: economy, business and finance / business (general)-economy, business and finance / finance (general)-economy, business and finance / economy (general)

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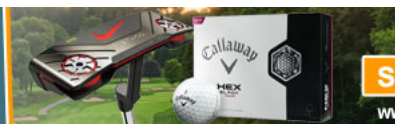
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FLUENDO ENTRA EN EL MERCADO MÓVIL CON **LONGOMATCH** TAG2WIN

BARCELONA, España, June 15, 2016

- Fluendo entra en el mercado móvil con **LongoMatch** Tag2Win, una app de vídeo análisis deportivo en tiempo real

- *La aplicación para tablets permite a los usuarios registrar y analizar simultáneamente un partido*
- *Varios equipos deportivos nacionales que utilizan la herramienta participarán en el Campeonato Europeo de la UEFA en Francia y en los Juegos Olímpicos de Río*

La compañía multimedia española **Fluendo** ha desembarcado en el sector móvil con el lanzamiento de **Tag2Win**, una aplicación gratuita que permite a los usuarios registrar y



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Fluendo se lance sur le marché du mobile avec son appli d'analyse de vidéos sportives en temps réel, LongoMatch Tag2Win

Date : 15/06/2016 @ 15h00

Source : PR Newswire

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Fluendo se lance sur le marché du mobile avec son appli d'analyse de vidéos sportives en temps réel, LongoMatch Tag2Win

BARCELONE, Espagne, June 15, 2016

- Une application pour tablette permettant l'enregistrement et l'analyse simultanés d'un match
- Plusieurs équipes nationales participantes à l'UEFA EURO 2016 en France et aux JO de Rio font appel à cet outil

La société multimédia espagnole **Fluendo** fait son entrée dans le secteur du mobile avec le lancement de Tag2Win, une application gratuite qui permet l'enregistrement et le balisage des matchs en temps réel à l'aide d'une tablette pour faciliter le travail des entraîneurs et leur faire gagner du temps.

Utilisant le même tableau de bord d'analyse que le programme **LongoMatch**, l'appli permet aux entraîneurs et à leurs collaborateurs d'importer un projet sur leur ordinateur à l'aide du module d'extension Sync2Desk pour effectuer des analyses plus poussées.

L'application complète le **LongoMatch PRO**, logiciel d'analyse de vidéos sportives numéro un au monde, mis au point en Espagne et utilisé par les analystes vidéo pour le compte notamment de l'équipe de Belgique de football, des équipes de l'Espagne de handball et de rugby ainsi que d'autres équipes professionnelles d'Europe, d'Asie et des États-Unis.

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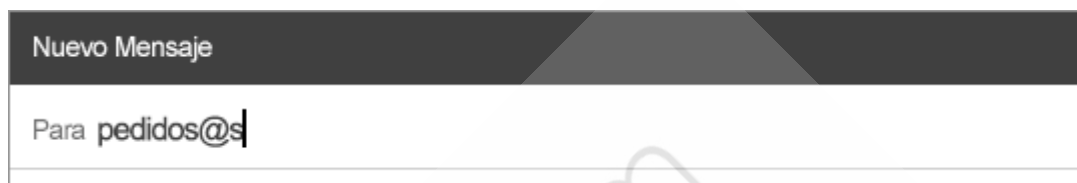
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Fluendo se lance sur le marché du mobile avec son appli d'analyse de vidéos sportives en temps réel, LongoMatch Tag2Win

BARCELONE, Espagne, June 15, 2016

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Fluendo startet auf den Mobil-Markt mit LongoMatch Tag2Win, einer Echtzeit-Sportvideoanalyse-App

15.06.2016 – 15:05

Barcelona, Spanien (ots) -

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Informationen zu LongoMatch PRO

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15.06.2016 15:05 Uhr

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Erfahren Sie mehr unter <http://www.longomatch.com>



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