



Hego Company Presentation

Agenda



Introduction

Business Areas

Products & Services

Summary



What is Hego?

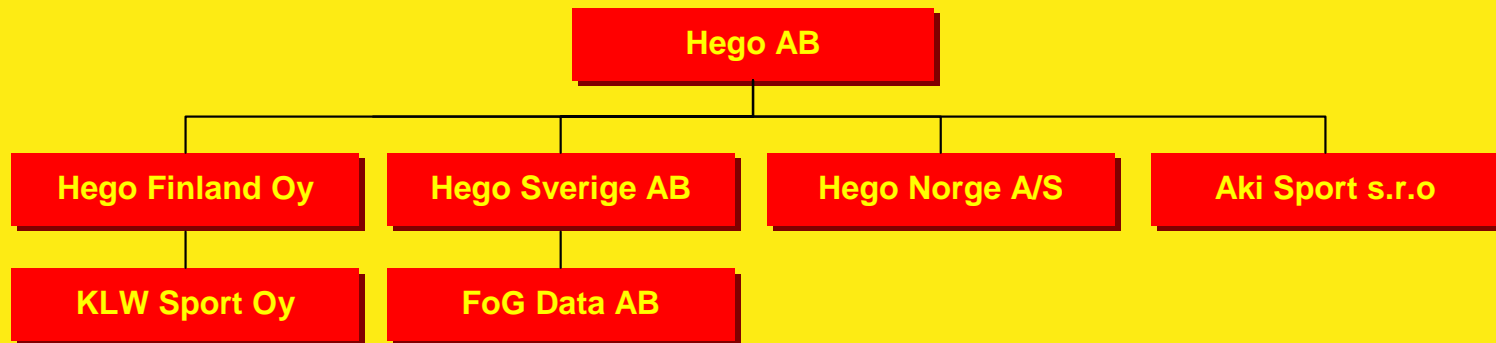


"We provide the sports and television industry with powerful tools for information management and production of live television."

- Founded in 1969 in Sweden**
- Has since the start been in the forefront of development of live television graphics and results systems for sports**
- Was in 1973 one of the first companies in the world to produce an electronic clock running on the screen on live television**
- Head office in Stockholm, Sweden with subsidiaries in the Nordic countries and Czech Republic**



Corporate Structure



- Company formerly partly owned by IMG – the McCormack Group
- After MBO in January 2003 owned by the management



Agenda



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Business Areas I (IV)



→ HEGO BROADCAST PRODUCTION

- Experienced personnel for production of TV-graphics and onsite collection of statistical data etc.
- High-end TV-graphics such as virtual studios, virtual graphics and real-time 3D graphics
- Full integration between TV-graphics and results- and statistics systems, Internet output etc.
- Project management and development of formats and editorial content for live TV-sports and sports magazines



Business Areas II (IV)



→ HEGO CREATIVE

- Design and development of program and network profiles for optimal branding
- Design of templates for TV-graphics in line with branding of program, event etc.
- Award winning video editing for trailers and sports magazines
- Composing of music for trailers and special sound effects for TV-graphics



Business Areas III (IV)



→ HEGO BROADCAST SOLUTIONS

- Development of tailor-made results- and statistical systems for football, handball, basketball etc.
- Development of systems for timing and data service for athletics, swimming, cross-country skiing, biathlon etc.
- Full suite of applications for live reporting of results and statistics on the Internet
- Full suite of graphics systems for virtual and real-time 3D graphics optimised for live TV-sports
- All other graphic solutions such as news ticker, game shows, digital signage etc.



Business Areas IV (IV)



→ HEGO TIMING SYSTEMS

- Full timing and data services for large sports events such as cross-country skiing, biathlon, ski jumping and athletics
- One of few companies in the world that can handle such events will full integration between the results systems and the TV-graphics
- Hego System 8000 – internally developed series of hardware with clock for timing, start clock for skiing, displays etc.



Agenda



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Product Portfolio



→ Broadcast

- AKI Graphics
- AKI Virtual Easy
- AKI Offside
- AKI Paint
- Channel-In-a-Box

→ Sports

- Hego 8000
- Sports Information Systems



Services & Solutions Offered



- ➔ **Software Development**
 - Development of in-house products, tailor-made solutions for Internet and mobile applications, channel automation, digital television etc.
- ➔ **Hardware Development**
 - Hardware for TV-graphics generators etc.
- ➔ **Creative**
 - Design of TV-graphics, video editing, composing of music and special effects etc.
- ➔ **TV Production**
 - Personnel for production of TV-graphics and editorial content

Agenda



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- Hego has since the 1960's developed systems for TV-graphics and automation
- Over 50 installations in Europe of our graphics platform the with different functionalities for sport graphics, tickers for financial news, betting information and much more
- One of few companies in the world with own technology for virtual graphics and virtual studios
- Delivers different kinds of broadcast hardware for graphics and automation and TV production services
- Offices in Sweden, Norway, Finland and Czech Republic with some 30 employees

Examples of Graphics I (III)



→ Virtual Graphics



Examples of Graphics II (III)



→ Sport Graphics



IF Elfsborg		1-1	Örgryte IS	
Frisparkar	6-7	⚽	Målgörare	
Hörnor	7-2		1-0 J Alvbåge	
Offsides	2-0		J Svensson	
Gula kort	0-0		1-1 P Andersson	
Bollinneh.(%)	45-55		O Persson	
Avslut på mål	6-7			
Avslut totalt	2-3			

Examples of Graphics III (III)



→ News Tickers



