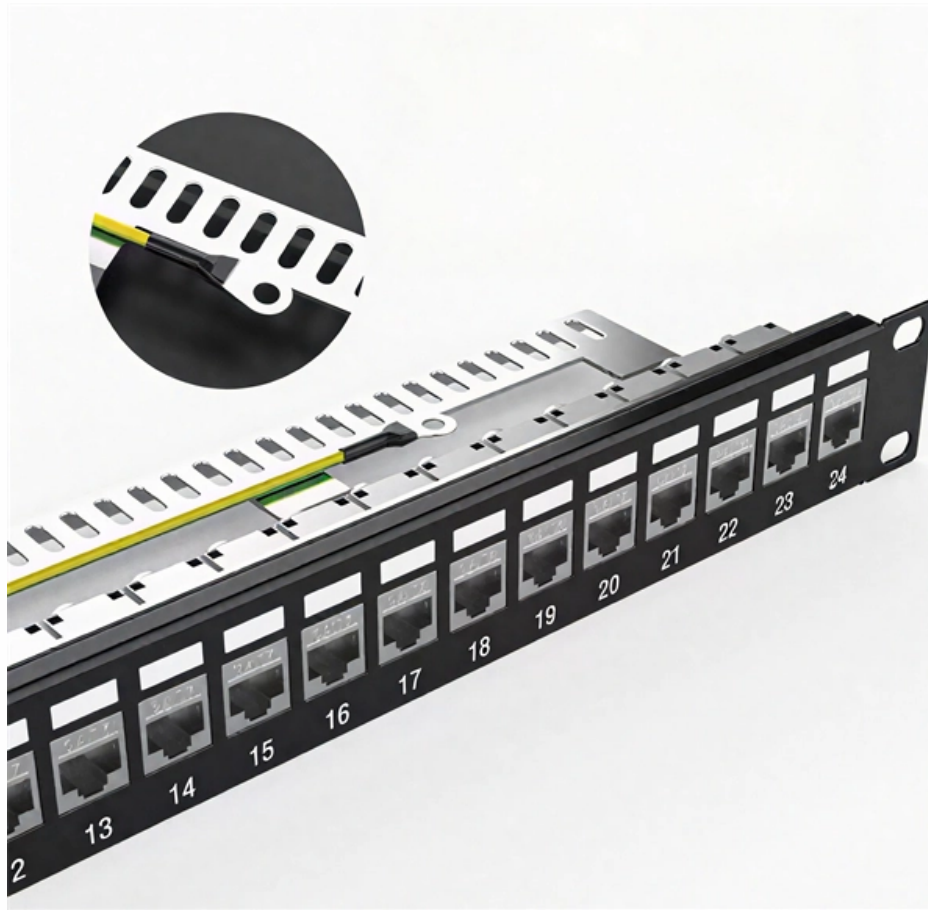




Adam Tas Corridor Energy

Is this good news for NBA optical modules





Overview

ATLANTA — The National Basketball Association (NBA) and Sony's Hawk-Eye Innovations, the leading provider of officiating and tracking technology in sports, today announced a multi-year partnership, beginning with the 2023-24 season, to deploy Hawk-Eye's 3D optical tracking. Now, as we head into the 2025-26 season, the sport stands on the threshold of a new era where digital innovation could reshape not only how basketball is played, but how it's viewed, analyzed and experienced. Here are some of the ways the game may evolve — and what to pay attention to this season. The partnership with represents a significant step forward for the league's technology. Hawk-Eye Innovations, the UK-based video technology company owned by Sony, is to provide its 3D optical tracking technology to the National Basketball Association (NBA), North America's basketball league, from the 2023-24 season.



Is this good news for NBA optical modules

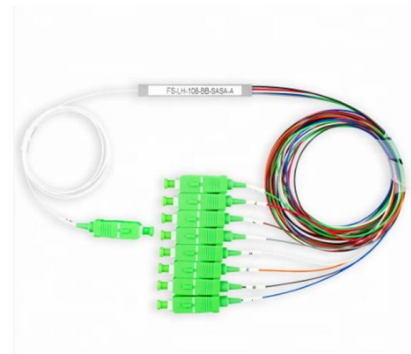


Transforming the game: how technology is reshaping the NBA

Discover how new technology is transforming the NBA, enhancing gameplay, fan experience, and athlete performance in the modern era.

The Ultimate Guide To 2022-23 Contenders Optic

A look ahead to the upcoming 2022-23 Contenders Optic Basketball release, set to drop towards the end of September.



BetMGM expands partnership with Sportradar for NBA optical tracking

BetMGM has signed a new deal with Sportradar to expand its partnership with the sports technology company. As part of the expanded deal, Sportradar will supply BetMGM with its products

NBA turns to Hawk-Eye for tracking technology

The National Basketball Association (NBA) has announced a 'multi-year' agreement with Sony's



Hawk-Eye Innovations, which will deploy its 3D



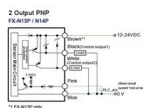
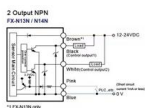
NBA Revolutionises Officiating and Fan Engagement

The NBA has announced that it will be partnering with Hawk-Eye, a Sony-owned company that specialises in 3D optical tracking technology, to enhance data



Embedded Optical Modules Set for Explosive Growth

Source:Counterpoint Research Silicon Photonics (SiPh) and Co-Packaged Optics (CPO) Report In essence, the embedded optical modules market is on the cusp



Demand for datacom optical modules reaches record

Well over three million high-speed datacom modules were shipped this quarter in support of AI cluster interconnect and traditional computing



NBA Inks Multiyear Deal to Deploy Sony's Hawk-Eye

ATLANTA --The National Basketball Association (NBA) and Sony's Hawk-Eye Innovations have concluded a multi-year deal to deploy Hawk-Eye's



Embedded Optical Transmission Tech, Arrival of CPO Set to Deliver

The implementation of semiconductor architectures with embedded optical interconnect (I/O) technologies is gaining traction this year. The shift from copper to optical technologies will bring

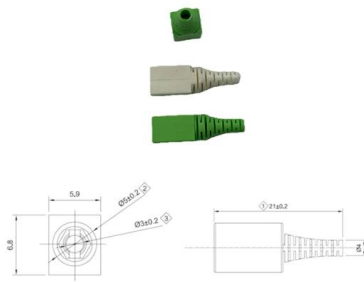
NBA And Sony's Hawk-Eye Innovations Launch Strategic Partnership

"We are thrilled to partner with Sony's Sports Businesses to leverage Hawk-Eye's cuttingedge 3D optical tracking data," said Evan Wasch, NBA EVP of basketball strategy and analytics.



NewPhotonics Introduces NPG102 Transmitter-on-Chip

Our integrated NPG102 PIC transmitter on chip family delivers low latency, reduced power in optical transceiver modules for all-optics connectivity.



Co Packaged Optics (CPO) - Scaling with Light for the

Co-Packaged Optics (CPO) has long promised to transform datacenter connectivity, but it has taken a long time for the technology to come to market,



How AI Revolutionizes the Optical Module Industry

AI-driven demand fuels global optical module industry growth, with Chinese firms leading innovation and market share expansion.

New Technology in Basketball: Technological

The employees of the National Basketball Association (NBA) have always been very open to new ideas, projects, and technologies. Wearable or





NBA and Sony's Hawk-Eye Innovations Launch

Through data collection at NBA Summer League and six NBA arenas, Hawk-Eye successfully demonstrated and developed a system that meets the

Inside ASB GlassFloor's testing center

Less than a year later, ASB's flagship video floor, the LumiFlex, was canvas to the NBA celebrity game, dunk contest, 3-point shootout and skills



How Optical Modules Power the Evolution of 5G Networks

Optical modules enable high-speed, low-latency 5G networks by converting signals for fast, reliable data transfer, supporting seamless

The Evolution of Optical Modules: Powering the Future

Data centers, the beating hearts of this digital revolution, are tasked with processing and moving massive volumes of data at unprecedented speeds.





Demand for datacom optical modules reaches record

Hyperscale network operator demand drove purchases of 400GbE and 800GbE datacom and 400ZR telecom optical modules to record levels,

NPO vs CPO: Decoding the Future of Optical Networking

NPO vs CPO: Compare optics placement, data speed, upgrade flexibility, and power efficiency for your data center needs.



LED Courts May Soon Replace Traditional Hardwood in

The NBA continues to evaluate the long-term feasibility of LED courts. A dedicated testing facility in Orlando is gathering data on player performance,

NBA and Sony's Hawk-Eye Innovations launch strategic partnership

Through data collection at NBA Summer League and six NBA arenas, Hawk-Eye successfully demonstrated and developed a system that meets the accuracy and latency needed to



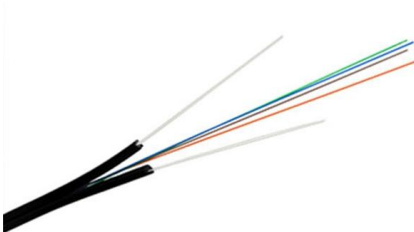


NBA and Sony's Hawk-Eye Innovations Launch

The new strategic partnership will power the next generation of tracking technologies in the game of basketball thanks to Hawk-Eye's 3D optical

The Future of NBA is in its Technology: Data, Wearables, Augmented

One of the clearest signs of where basketball's future is headed lies in its growing crossover with esports. Digital versions of the game now attract massive audiences, with teams



NBA to use Hawk-Eye tech to 'enhance officiating'

Hawk-Eye Innovations, the UK-based video technology company owned by Sony, is to provide its 3D optical tracking technology to the National Basketball Association (NBA), North

The Technological Evolution and Application Trends of

Future optical modules will continue evolving toward greater density, higher speeds, affordability, extended reach, and ease of maintenance. With

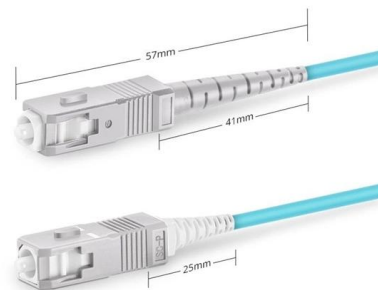


NBA And Sony's Hawk-Eye Innovations Launch Strategic Partnership

The National Basketball Association and Sony's Hawk-Eye Innovations, a provider of officiating and tracking technology in sports, have formed a multi-year partnership, beginning with the

NBA turns to Hawk-Eye for tracking technology

The National Basketball Association (NBA) has announced a 'multi-year' agreement with Sony's Hawk-Eye Innovations, which will deploy its 3D optical tracking technology across the league



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