



Capture Every Moment

Greenlight TV is one of the world's leading motoring and motorsport television production companies.

As well as broadcasters such as the BBC, ITV and Channel 4, the company's client list includes some of the best-known names and brands in the world – Castrol, Ferrari, Lamborghini, Pirelli, Vodafone, Shell, Phillippe Charriol, Dunlop International, Ford Motor Company, SEGA and Honda; and crews have filmed for institutions like The Isle of Man Government, Isle of Man Bank, CMI and Barclays International.

2005 saw the first Greenlight car (a Westfield Megabus) built for a "how-to" DVD and television programme, and as part of a fascinating series on the story behind the independent British motor industry, featuring manufacturers Ariel, Caterham, Grinnall, GTM, Radical and of course Westfield.

Drivedata has been supplying product to Greenlight TV for 3 years. The initial enquiry was to supply a small, light weight solid state recorder and camera that could be used to cover the P1 Powerboat World Championship.

Key Challenges

- In offshore racing the environment is harsh in that saltwater can be a major issue for cameras
- High G-forces – between 5 and 6 – also created a potential problem from a shock and vibration standpoint

Outcomes

- **In just one week Drivedata was able to provide fully waterproofed, solid state systems for 10 teams to ensure Greenlight's coverage of the championship.**
- **Drivedata's solid state digital video recording technology successfully counteracted the high G-forces**
- **Providing highly rugged, fully waterproofed systems enabled Greenlight to capture high quality video that was ideal for broadcast purposes.**

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I look at things from a practical standpoint and I'm always on the look out for different solutions. Having used a variety of equipment for different projects I was particularly looking for a system that would stand up and be counted in a harsh environment. Drivedata products continue to deliver and perform consistently well, whatever the situation and John Chambers knows his stuff, listens to my requirements and delivers top notch technical support.

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Gary Aldridge, Chief Engineer, Greenlight TV

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