BRIZI INNOVATION HIGHLIGHT

COMPANY OVERVIEW

Brizi is an Internet of Things (IoT) company focused on camera software technology. The company helps users create and share memorable moments through audience-controlled cameras located in vantage points within an event. These cameras give audience members the ability to take snapshots of themselves, creating an innovative event experience. Brizi provides venues, sponsors, and event organizers brand-building fan engagement tools and user data insights to enhance the guest experience. Multiple major sports and entertainment venues in 10 countries have adopted Brizi, including the NBA, NHL, Special Olympics, and European soccer.

LOCATION: TORONTO, ON

TECHNOLOGY

Internet of Things

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ENTERTAINMENT GOES BEYOND JUST THE MAIN EVENT

For centuries, all it took to attract fans to events were venues with athletes or entertainers, and the fans would follow. However, it's become increasingly difficult for venues to compete against home-viewing options with superior camera viewing angles and broadcast features. Although nothing beats the magic of an in-person event, attendance in major sports leagues, for example, has declined in the past years and additional entertainment features and novelties are necessary aside from the main event to attract and retain guests.

ELEVATING FAN EXPERIENCE WITH TECH

Brizi developed proprietary technology that pioneered the first and only audience-controlled cameras for complex indoor/outdoor environments – the Brizicam. Brizicam allows event-goers to control cameras within the venue to capture and share live experiences, interacting much more with the event and the venue. Through a mobile application, attendees can control specific cameras within the facility, take photos, download, and store the images or post them to social media. Brizicam provides a unique, interactive experience only available to event attendees.

THE RIGHT CLOUD RESOURCES FOR SMOOTH STREAMING

Throughout testing, Brizi validated streaming at 720p for up to 850 concurrent users. Using CENGN's project space, Brizi established its scaling limits with virtualized architecture and determined that bare metal resources are necessary to scale beyond 800 concurrent users with low latency. In the interest of supporting the anticipated user base of upcoming projects, Brizi also validated their horizontal scaling strategies and reevaluated some of their established configurations which would have been hard to detect in production.

> "CENGN helped us discover and remedy performance bottlenecks we faced when loading our application with hundreds of concurrent users, identifying the system resources we needed to succeed."

Sami Dalati
Co-Founder & CTO, Brizi