

Headline: NBA and Tissot Unveil New State-of-the-Art Shot Clock and Integrated Timing System

DURATION: 15 min

SHOWS: LAS VEGAS, NEVADA (JULY 7, 2016), WIEHL-BOMIG, GERMANY (JUNE 14, 2016), PENTHALAZ, SWITZERLAND (JUNE 21, 2016)

NEWS EDIT

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 “The process is very complex, meaning that first we needed to develop the structure, then integrate the glass panels, and reduce the weight, because weight is a very very important factor for the basket. And then, there is the production of each piece and the final assembly which becomes the final product.”
23. CLEANING AND TESTING SHOT CLOCK GLASS IN THE FRAME WITH LIGHT
24. (SOUNDBITE) PETER PLATZ, GENERAL MANAGER OF PETER PLATZ SPEZIALGLAS GERMANY, SAYING:
 “One typical test for laminated glass involves dropping a steel ball from 9 meters, so I’m pretty confident that even the most powerful NBA players will not be able to challenge that.”
25. GLASSCONCEPT FACTORY COMPUTER DESIGN WITH WORKER AND OVERALL FACTORY

B-ROLL INTERVIEWS

INTERVIEW WITH ALAIN ZOBRIST, CEO OF SWISS TIMING FROM CORGEMONT, SWITZERLAND

LAS VEGAS, NEVADA (JULY 7, 2016) – (ACTUA PR – ACCESS ALL)

26. (SOUNDBITE) (ENGLISH) ALAIN ZOBRIST, CEO OF SWISS TIMING SAYING:
 “Tissot has been involved in sports timing since 1938. The first competition was actually a competition in Switzerland, a ski competition.”
27. (SOUNDBITE) (ENGLISH) ALAIN ZOBRIST, CEO OF SWISS TIMING SAYING:
 “Tissot have developed a lot of different technologies and innovation for various different sports such as rugby, cycling, and basketball since 2008 with FIBA.”
28. (SOUNDBITE) (ENGLISH) ALAIN ZOBRIST, CEO OF SWISS TIMING SAYING:
 “The goal we had with the NBA was to develop an integrated timing system, including shot clocks that could be installed in all arenas where NBA games would be staged. The goals also were to respect the needs of the athletes, the teams, and the fans in the stadiums.”
29. (SOUNDBITE) (ENGLISH) ALAIN ZOBRIST, CEO OF SWISS TIMING SAYING:
 “The shot clock Tissot introduces now is totally transparent, so it will be perfect for spectators to watch the game through the glass and enhance as a consequence their experience when they come watch the basketball game.”
30. (SOUNDBITE) ALAIN ZOBRIST, CEO OF SWISS TIMING SAYING:

“Throughout the development process, we had about 30 prototypes of shot clocks until we found the one that would then industrialize and produce and then install in the various arenas.”

31. (SOUNDBITE) ALAIN ZOBRIST, CEO OF SWISS TIMING SAYING:

“The timing system collects all the information from the field of play and then distributes that data again to the shot clocks and to also other outputs such as TV and the scoreboards in the stadium.”

32. (SOUNDBITE) ALAIN ZOBRIST, CEO OF SWISS TIMING SAYING:

“Innovation is a key part of what Tissot does in sports timekeeping and also within the development of its watches, so it’s clear that there is no limit to innovation of whatever we do; however, a second is always going to be a second. This is never going to change. Now the way we measure that second, this may certainly evolve over the years to come.”

INTERVIEW WITH PETER PLATZ, GENERAL MANAGER OF PETER PLATZ SPEZIALGLAS

WIEHL-BOMIG, GERMANY (JUNE 14, 2016) – (ACTUA PR – ACCESS ALL)

33. (SOUNDBITE) PETER PLATZ, GENERAL MANAGER OF PETER PLATZ
SPEZIALGLAS GERMANY, SAYING:

“First of all, we spend a lot of time checking the glasses because we need to have a very high degree of quality, make sure that the coating on the glass is absolutely flawless because it would otherwise impact the performance of the product later on. We start by developing the layout, the transparent circuit board part. Once this is clear, we structure the coating on the glass to distribute the power on the glass. After that, we place the LEDs on the glass, on the predesigned spots. The next step then involves laminating the glasses, where we use a particular type of resin. The next step is testing the glasses, and we’re pretty much done after that.”

34. (SOUNDBITE) PETER PLATZ, GENERAL MANAGER OF PETER PLATZ
SPEZIALGLAS GERMANY, SAYING:

“We were approached and asked if we could supply such designs, we said yes, and then got actively involved in the development of the different number of designs that finally led to the NBA shot clock.”

35. (SOUNDBITE) PETER PLATZ, GENERAL MANAGER OF PETER PLATZ
SPEZIALGLAS GERMANY, SAYING:

“Probably the most unusual part about this is the structuring of the transparent surface. It’s a fully conductive coating on the glass, which we use to supply the LED with power. In order to achieve this effect, we need to structure the coating, which we do by engraving very fine lines into the coating. This is a process that involves great accuracy to make sure that the LEDs work as intended.”

36. (SOUNDBITE) PETER PLATZ, GENERAL MANAGER OF PETER PLATZ
SPEZIALGLAS GERMANY, SAYING:

“One typical test for laminated glass involves dropping a steel ball from 9 meters, so I’m pretty confident that even the most powerful NBA players will not be able to challenge that.”

INTERVIEW WITH RETO GFELLER, TECHNICAL DIRECTOR OF GLASSCONCEPT

PENTHALAZ, SWITZERLAND (JUNE 21, 2016) – (ACTUA PR – ACCESS ALL)

37. (SOUNDBITE) (FRENCH) RETO GFELLER, TECHNICAL DIRECTOR OF GLASSCONCEPT IN PENTHALAZ, SWITZERLAND, SAYING:
“We use many technologies, a static technology for the structure to be able to withstand the expected basketball impacts, and a smart glass technology, so interactive and illuminated.”
38. (SOUNDBITE) (FRENCH) RETO GFELLER, TECHNICAL DIRECTOR OF GLASSCONCEPT IN PENTHALAZ, SWITZERLAND, SAYING:
“The process is very complex, meaning that first we needed to develop the structure, then integrate the glass panels, and reduce the weight, because weight is a very very important factor for the basket. And then, there is the production of each piece and the final assembly which becomes the final product.”
39. (SOUNDBITE) (FRENCH) RETO GFELLER, TECHNICAL DIRECTOR OF GLASSCONCEPT IN PENTHALAZ, SWITZERLAND, SAYING:
“I came up with thousands of designs, hundreds of tests, form changes, size changes, weight changes. I needed to constantly adapt and at a rapid pace, but that is our specialty, so that wasn't too difficult.”

B-ROLL AT THE THOMAS & MACK CENTER

LAS VEGAS, NEVADA (JULY 7, 2016) – (ACTUA PR – ACCESS ALL)

40. VARIOUS OF SHOT CLOCK INSTALLATION AND TESTING IN THE ARENA
41. EXTERIOR OF ARENA
42. LAS VEGAS WELCOME SIGN

B-ROLL AT PETER PLATZ SPEZIALGLAS - SHOT CLOCK PRODUCTION STAGE 1

WIEHL-BOMIG, GERMANY (JUNE 14, 2016) – (ACTUA PR – ACCESS ALL)

43. VARIOUS OF GLASS STRUCTURING AND COMPUTER SCREEN LAYOUTS
44. VARIOUS OF MACHINE APPLYING LEDS TO THE GLASS
45. TECHNICIAN TESTING LEDS ON GLASS
46. TECHNICIAN PUTTING SHOT CLOCK GLASS INTO AN OVEN
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51. SETTING THE RESIN-FILLED GLASS IN AN ULTRAVIOLET MACHINE
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B-ROLL AT GLASSCONCEPT

PENTHALAZ, SWITZERLAND (JUNE 21, 2016) – (ACTUA PR – ACCESS ALL)

- 55. GLASSCONCEPT FACTORY LOGO IN PENTHALAZ, SWITZERLAND
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END OF FEED

STORY:

The NBA and TISSOT announced the launch of a groundbreaking integrated timing system and a new shot clock with innovative LED glass technology developed exclusively for the league. The new shot clock will debut July 8 at Samsung NBA Summer League and will be integrated into all NBA arenas for the 2016-17 season.

The integration of the new TISSOT shot clock and timing system marks the first time the league will use the same clocks and timing equipment across all 29 of its arenas. The new system simultaneously transmits exact timing data to all in-arena scoreboards and video equipment, letting fans follow the action within fractions of a second. Clock and scoreboard operators in all arenas will control the system with TISSOT's proprietary software, which offers an intuitive and uniform interface.

"The goal we had with the NBA was to develop an integrated timing system, including shot clocks that could be installed in all arenas where NBA games would be staged. The goals also were to respect the needs of the athletes, the teams, and the fans in the stadiums," explains Alain Zobrist, CEO of Swiss Timing.

The clean, sleek shot clock is visibly free of cables and conductors and equipped with TISSOT's LED glass, making the clock nearly transparent when in use and fully transparent while turned off.

"Probably the most unusual part about this is the structuring of the transparent surface. It's a fully conductive coating on the glass, which we use to supply the LED with power. In order to achieve this effect, we need to structure the coating, which we do by engraving very fine lines into the coating. This is a process that involves great accuracy to make sure the LEDs work as intended," says Peter Platz, General Manager of Peter Platz Spezialglas.

The shot clock integrates the 24-second, timeout, and game clocks in one piece of hardware – a first for the league. Transitions between numbers are instant and undetectable even by high-speed TV cameras, resulting in definitive footage that will further assist NBA referees and the NBA Replay Center in evaluating certain critical calls.

“I came up with thousands of designs, hundreds of tests, form changes, size changes, weight changes,” says Reto Gfeller, Technical Director of Glassconcept in Penthelaz, Switzerland.

Last October, TISSOT became the Official Timekeeper of the NBA, Women’s National Basketball Association (WNBA) and NBA Development League (NBA D-League), the watchmaker’s first partnership with a major North American sports league in the company’s 160-year history.