

## Dartfish

*Dartfish, the world leader in the development of sports video analysis software, has chosen SafeNet for the protection of its range of software.*



### Quote

"Dartfish wanted the best protection possible for its software and SafeNet, with its Sentinel keys, had clearly proven its expertise with its highly effective products. These solutions are a perfect match for our security requirements."

**Ivan Pilet**  
Head of Operations  
Dartfish

### Overview

Dartfish offers a video analysis platform that was developed closely alongside sports executives, coaches and athletes. The video processing software platform contains analysis, content management and communication tools. It helps coaches, technical executives and sports professionals with their different tasks.

Since its inception in 1998, Dartfish has developed unique expertise in the field. This includes the sports training environment as well as creating television content for events on an international scale, such as the Olympic Games. Its platform stands as a unique tool for sports professionals through both its user-friendliness and the advanced technical elements featured.

Dartfish has negotiated strategic partnerships with high-profile companies, which provide their experience and expertise. Several sports federations and national teams have also incorporated Dartfish software within their training methods. The American and Swedish Olympic Committees and the German and French Federations are equipped with the Dartfish software platform. During the 2004 Olympic Games in Athens, approximately 30% of athletes used Dartfish software to optimize their performance. Toby Stevenson, an American pole vaulter and winner of the silver medal, is an ardent user of the software.

### The Business Challenge

Sports are becoming an economic, political and social issue for many countries, and considerable value is placed on Olympic medals and sports success. The athletics world, in its quest for victories, cannot dispense with technology. Video analysis now plays a major role in sports success, regardless of the discipline. The security and confidentiality of the athletes' and teams' preparation programs are crucial. Any hacked software would be catastrophic for the athlete and would especially have disastrous consequences for the software publisher.

### The Solution

Dartfish chose the Sentinel solution from SafeNet to protect its video analysis software. The Sentinel hardware key is used to increase the security of its applications and protect its intellectual property and software license revenue. SafeNet hardware keys provide security for more customers around the world than any other key. For developers such as Dartfish, who are looking to implement a high level of protection against hacking, Sentinel currently represents the most flexible and easy-to-use protection solution with the simplest implementation.



Sentinel features a range of developer tools to simplify the creation and management of security and license designs.

As Sentinel is preconfigured with high level APIs, implementation is extremely quick and easy. Unlike other methods available, the Sentinel Business Layer APIs reduce the programming time required to secure a new application by 60% or more and increase implementation quality. Sentinel Shell technology can also quickly add protection to the application in minutes without requiring any alteration to the source code.

#### **The Benefits**

The Activator function of the Dartfish video platform has the ability to distribute and activate its licenses and updates for its customers by fax, telephone and email. Just one key is required to reliably protect several applications, perform remote updates and activate different "series" of features.

Thanks to the features of the Sentinel "Key Manager" utility, Dartfish developers can program several keys concurrently and customize license templates during the production stage. Furthermore, they can delegate the distribution and updating of their keys to their distributors or retailers.

Finally, Dartfish could rely on an exceptional level of service from SafeNet's technical support, which offers assistance over the Internet, by email and telephone.

#### **Conclusion**

With Sentinel keys, Dartfish provides the highest level of protection for its range of software, acquires greater control over its intellectual property and protects the income generated by its licenses. With SafeNet, Dartfish is also protected against any hacking attacks and guarantees its customers the best quality of service.

#### **For More Information**

SafeNet (NASDAQ: SFNT) is a global leader in information security. Founded more than 20 years ago, the company provides complete security utilizing its encryption technologies to protect communications, intellectual property and digital identities, and offers a full spectrum of products including hardware, software, and chips. ARM, Bank of America, Cisco Systems, the Departments of Defense and Homeland Security, Microsoft, Samsung, Texas Instruments, the U.S. Internal Revenue Service, and scores of other customers entrust their security needs to SafeNet. For more information, visit [www.safenet-inc.com](http://www.safenet-inc.com).

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