Fox will be utilizing two new high-tech camera systems to bring the nearly 90 million viewers watching Super Bowl XXXIX at home closer to the action.
SYSTEM
The camera control system consists of a series of computer-controlled winches directed by a controller at midfield. The winches release or pull the high-strength wires holding the camera through a series of pulleys, allowing the camera to be moved in any direction across the field.
NFL rules state that the camera must be behind the play and at least 12 feet above the ground.

MOVING THE CAMERA
With a joystick, the pilot can quickly position the camera over any point. Adjusting the y-axis winch moves the camera up and down the field. The x-axis winch controls side-to-side motion, and the z-axis winch, by pulling or relaxing the rope, controls the height over the field.

The high-definition camera is held steady by a gyroscope.
Fox Sports’ coverage of Super Bowl XXXIX will include 12 cameras buried in and around the field. This will be the first time these cameras will be used during a football game.
Turf camera

The camera is made of plastic that is applied, it will get popped up from the ground and pop back into place. There is a spring inside that will not get broken if someone fell on it, but it cannot be pulled up by a dragging tackle.

Wide-angle lens
Captures players up to 6 feet away.

CAMERA

If coverage from the cameras is part of Fox's broadcast, it can be used for instant replay.

To the sidelines

LENS

2 1/4 inches

CONTROL BOX

14 inches

PLASTIC TUBING

Buried in the Altitude Stadium field when it was re-sodded for the Super Bowl on Jan. 3-4.