



The New Viz Arena

Seven good reasons to upgrade

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Viz Arena gives you a smart return on investment

The new version of Viz Arena has several compelling features that not only save significant amounts of money, but also confer technical superiority and provide new revenue-generating opportunities.



Figure 1: Viz Arena enables you to place a virtual layer of graphics over live video

Commercial Benefits

No need for external chroma keyer

This is hands-down the biggest money-saver. External chroma keyers have an average price of \$20,000, but can go much higher. What's more, Viz Arena's internal chroma keyers have vastly superior technical capabilities.

Each external chroma keyer can only key on one specific color at a time, whereas Viz Arena can key on many different colors in one picture. Every virtual object can have its own chroma keyer with its own configurable settings. For Example, in a horse-racing scenario, this

provides you with a perfectly keyed track on a green turf beyond a finish line, as well as on the brown dirt track itself, as well as the red tarmac where they show off the winning horse, all at the same time.

Furthermore, each external keyer takes up space and adds to the weight of the system.

No need for additional delay lines

Beyond the technical capabilities that the new Viz Arena affords you, this is also a major money-saver. Viz Arena features limitless internal delay lines. At over \$3,000 for a hardware delay line, the savings add up quickly. And that figure doesn't take into account extra rack space and weight. It also makes the entire system more portable.

In addition to being expensive, from a technical standpoint, a delay line is a single point of failure, which is a risk you cannot afford to take for live broadcasts of sporting events.



Figure 2: Soccer results and ads

Technical Benefits

Multi zone chroma keyer

Viz Arena's internal chroma keyer mechanism means that each object in the scene can have its own chroma keyer. In the horse-racing scenario, a good example would be for the track: 200 meters, 100 meters and the finish line.

What's more, you have the ability to have a chroma keyer attached to every single object. For example: Zone A: finish line; Zone B: red tarmac. All can be keyed perfectly, in flawless color, visible at the same time, or coming into view one after the other.

Multi zone luma keyer

Viz Arena's luma keyer mechanism works on dirt tracks, ski slopes and so on. Very few chroma keyers in the field can do good luminance keying, and Viz Arena truly excels at this. For this reason it works on the widest variety of backgrounds, from snow to turf to dirt.



Figure 3: 3D graphics and consistent colors from live video

Simultaneous chroma and linear keying

Viz Arena's chroma keyer mechanism enables you to do linear keying simultaneously on other objects. As such, in addition to the footage and virtual layers, you can add sponsorships and other items on the screen as well. This makes Viz Arena an even better return on investment.

Live color picking in video by the operator

Viz Arena can also define hot spots on objects to sample the colors, as an alternative to clicking in the live video to do the same task.

Picking colors can be done in real time. As lighting conditions change in real time, Viz Arena's chroma keyers can adjust for this dynamically.

Color adjustment controls

The control application provides full control of all settings of the chroma keyer(s) to fine-tune manually.



Figure 4: Viz Arena puts you in first place