Viz Arena

Solution Brief
User Overview

The simplest set-up and control of live hyper-real AR graphics and virtual advertising

Viz Arena is the leading image-based tracking solution for adding editorial-driven 3D Augmented Reality (AR) graphics and inserting revenue enhancing virtual ads to live video. The latest edition of Viz Arena can now be deployed in the cloud as well as on-premises, so you can select the optimal workflow that's right for your live production.

Vizrt product designers have created a solution that is easy to learn and operate. Viz Arena does not require specialized or complicated hardware, and as a result camera calibration is straightforward and quick, so you're up and running without error game after game.

Powered by Viz Engine 5 and energized by the Viz Engine Render Pipeline, Viz Arena delivers Operator-centric control, superior downstream workflows, and advanced keying technology powered by Viz AI. It's the perfect solution for adding hyper-real virtual 3D graphics and virtual advertising over any live sports coverage.

Powered by

Viz AI

THE MOST FLEXIBLE STORYTELLING TOOL FOR IN-STADIUM AR GRAPHICS. AUTOMATED DEPLOYMENT TO THE CLOUD – IN MINUTES.

The Right Tool for the Job

Designed for live sports production and with the operator at the center of the action, Viz Arena always has the right tool for the job.

From inserting virtual ads or the Down & Distance yellow line in American Football, to animated 3D augmented reality graphics that are easily customized to match a team's brand and unique in-stadium style, Viz Arena engages fans and will never keep you sidelined.

Raise the Value of Every Production

These are the three pillars of Viz Arena.

Data Flexibility – Viz Arena includes 'out-of-the box' pre-loaded scenes that speed-up time-to-air by making the creation of live data visualization graphics faster and more efficient. Pre-loaded scenes include Penalty Map, Team Lineup, Comparison Table, Attack Map, Comparison Radar, and Shot Map.

Accessibility – Viz Arena is for EVERY sport and can be used under any conditions. Whether in the cloud or on-prem, Viz Arena's 'AR Anywhere' architecture lets you select the optimal workflow that's right for your live production.
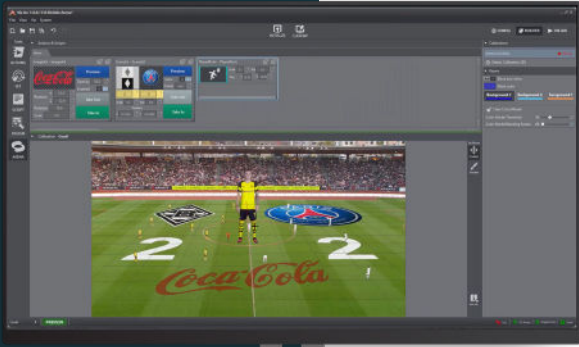
Profitability – Viz Arena lets you generate multiple sources of revenue whether LIVE or on REPLAY. Enhance sponsor advertising with customized logos and 3D animations, instantly RAISING Return on Investment and LOWERING Total Cost of Ownership.

Advanced Virtual Graphics Made Easy

Unrivaled image-based tracking, advanced keying technology powered by Viz AI, and superior downstream workflows, Viz Arena makes the placing of hyper-real virtual 3D graphics over any live sports coverage fast and simple.

With just a single input source, Viz Arena outputs multiple feeds with different graphics on each channel, opening the possibility for regionalized content and advertisements from a single system.

Everything You Need at Your Fingertips

Vizrt product designers have created a solution that is easy to learn and operate, so you're up and running quickly and without error game after game.

Viz Arc, Vizrt's innovative AR graphics control application, centralizes control of all processes and workflows from a single, intuitive interface.

And because Viz Arena is an image-based solution, it doesn't require specialized mechanical tracking hardware, so camera calibration is easy and fast.

Automation For Error-Free Results

Viz AI automates keying based on algorithms trained for each sport, significantly improving the visual quality of graphics-enhanced sports productions. Viz AI dynamically masters specific ambient conditions traditional keyers are unable to solve.

For example, Viz Arena's Advanced Soccer Keyer mitigates the effects of changing daylight conditions and strong sun/shadow contrast in stadia, whereas the Advanced Basketball Keyer masters high-gloss court reflections and similar foreground and background keying colors.

Advanced Cut Detection 'Perfection'

Viz Arena's Advanced Cut Detection (ACD) is the only solution on the market that solves the challenge of frame- accurately handling virtual graphics during any camera transition.

Fully automated and without manual intervention by the operator, ACD activates and disables virtual graphics on the program feed in a downstream workflow - 100% fail-safe every time.

Learn more at **vizrt.com**

1
The Choice is Yours
Deploy in the cloud or on-premises. Select the optimal workflow for your live production.

2
Easy to Learn & Operate
Whether in-studio or remote, camera calibration is easy - and now up to 2-times faster than before. It just works.

3
Engage and Excite
Create immersive viewing experiences with augmented reality graphics and data visualizations that engage and excite fans.

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RTÉ

The fact that it is a software-based solution is the best thing about Viz Arena. It was so easy to integrate with our existing systems, very easy to learn and very straightforward. It's actually a lot more straightforward than we had anticipated.

Grace Dinan, Design Operations Lead at RTÉ

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motoGP

Our fans crave real-time data during races that help tell the story unfolding on the track. It's as important as the race itself. Viz Arena helps us deliver that in a visually compelling way that brings even more excitement to our viewing audience.

Sergi Sendra, Senior Director, Media Content, Technical and Production Departments at Dorna

About Vizrt

Vizrt® is the world's leading provider of innovative visual storytelling tools for media content creators in broadcast, enterprise, or new media – unlocking the power of a story for all.

Vizrt offers market-defining software-based solutions for real-time 3D graphics, video playout, studio automation, sports analysis, media asset management, and journalist story tools.

Vizrt offers Flexible Access to our workflows, and our platforms integrate with third-party products because we believe in enabling our customers' success, giving them the right tool for the job, and accelerating their creative excellence.

More than three billion people watch stories told by Vizrt customers everyday including from media companies such as CNN, CBS, NBC, Fox, BBC, Sky Group, Al Jazeera, NDR, ZDF, Network 18, Tencent, and many more.

Learn more at **vizrt.com**