VIZRT

VIZ ENGINE:

# Design Without Limits.
# Deliver Without Compromise.

*Viz Engine is the creative powerhouse bringing visual storytellers' boldest ideas to life, with no compromises.*

Built for broadcasters and content creators who demand both visual impact and operational excellence, Viz Engine redefines what's possible in real-time 3D rendering, advanced compositing, and video playout. From photorealistic virtual sets and jaw-dropping AR graphics to fully synchronized video walls and data-driven overlays, Viz Engine is the beating heart of your production workflow.

## Why Choose Viz Engine?

Your audience expects more—and so do you. Viz Engine is built for the designers and creative leads who live to make bold ideas real on every screen, from LED walls to vertical video to virtual sets that feel as real as the studio floor.

Viz Engine removes the obstacles that get in the way of great design so you can do what you do best — designing, storytelling, and capturing viewer attention in ways no one else can.
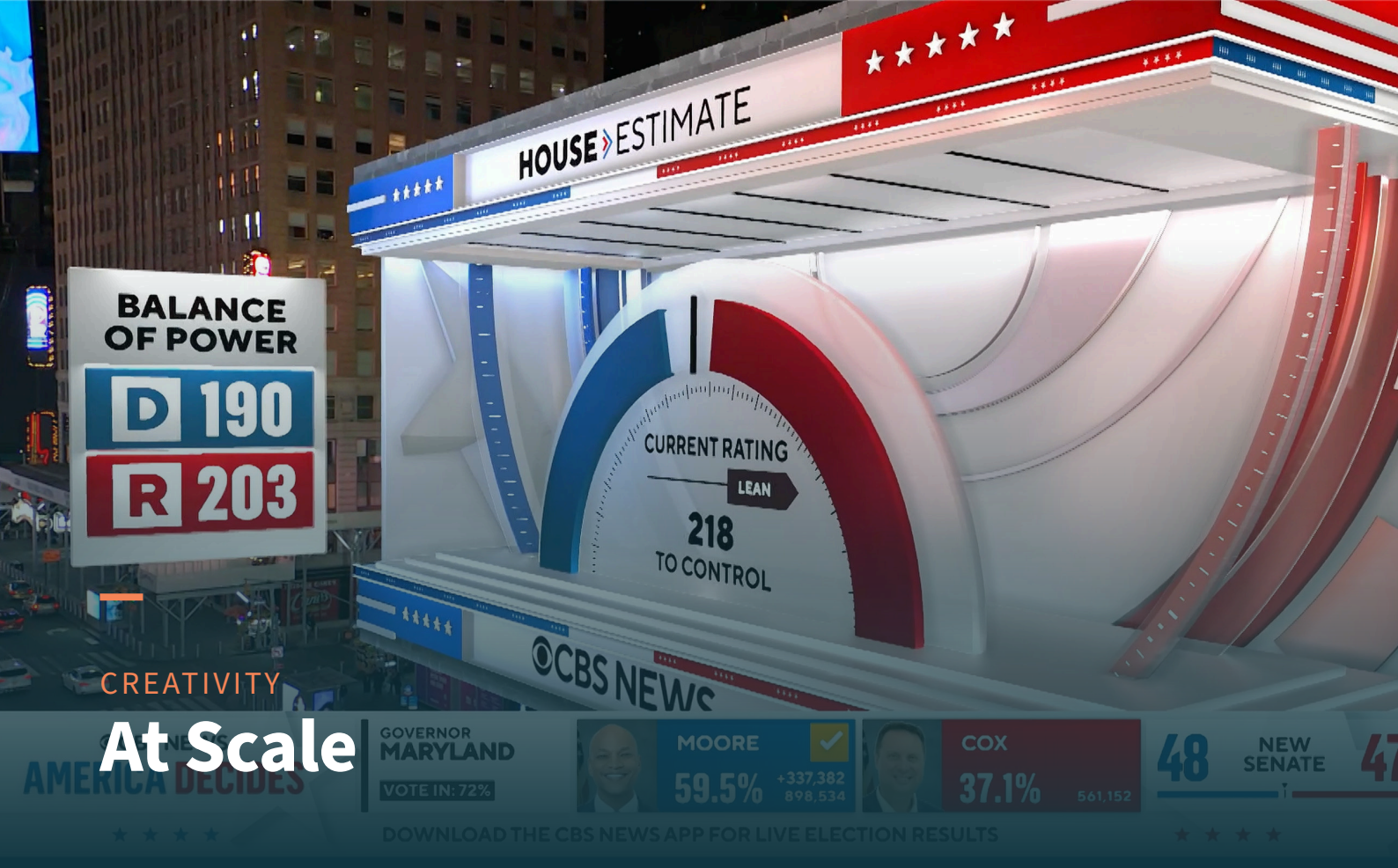
## Design Once.
## Publish Everywhere.

Say goodbye to format juggling and resolution headaches. With Viz Engine, your team designs once—then scales effortlessly across any output, from broadcast to OTT to mobile.

- **Adaptive Graphics™** intelligently tailor your scenes to fit every format

- **Transition Logic** adds fluid motion between graphic elements, without extra prep

- **Parallel Outputs** lets you publish to linear and digital platforms at the same time

Whether you're animating a 3D lower third for prime time or building an immersive virtual set, your graphics stay brand-consistent and visually stunning.

TRUSTED BY

BBC SPORT        WARNER BROS. DISCOVERY        FOX SPORTS        sky sports

...and more

Learn more at **vizrt.com**

# At Scale

*Viz Engine makes it possible to do more — and do it beautifully.*

**Massive LED Canvases?**
One Viz Engine drives 8K video walls.

**AR & XR Graphics?**
Seamless, real-time rendering with precise keying.

**Virtual Sets?**
Photoreal environments that react to lighting, movement, and talent.

**2D & Ticker Tools?**
Clean, dynamic overlays that adapt automatically to platform and audience.

You focus on the story. Viz Engine handles the rest.

## Your Favorite Creative Workflows

Take your visual storytelling to the next level with a platform that supports your favorite creative workflows — including **Unreal® Engine 5, Cinema 4D, After Effects**, and more.

You can blend Viz Engine's high-performance rendering with Unreal elements, then control everything through a unified Vizrt interface that's built for speed and flexibility.

And with Viz Engine's exclusive **Reality Connect™**, talent reflection and shadow casting in virtual sets becomes a creative weapon — not a technical challenge.

## Trusted by the World's Boldest Storytellers

From top-flight news organizations to major sports networks, Viz Engine is the force behind some of the most visually compelling broadcasts on air. But the real magic? It's what it unlocks for your team.
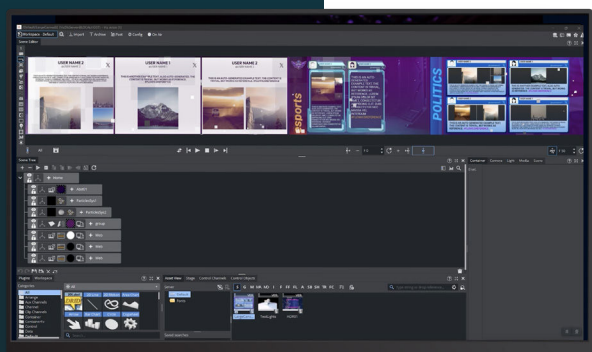
*"We quickly realized there were things that complimented what we were looking to achieve with Unreal Engine. And it turned out that what we were doing visually in Viz Engine 5 was looking as realistic as what we were getting out of the Unreal Engine."*
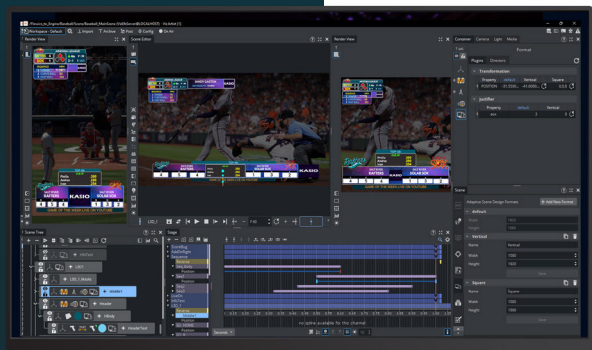
— **Gabriel Almanzar,** *Creative Director,* CBS News

Whether it's lighting up massive LED video wall canvases without needing racks of hardware, publishing high-impact graphics across OTT, digital, and linear in one click, or finally unifying web-native and broadcast-native workflows — Viz Engine collapses complexity and expands what's creatively possible.



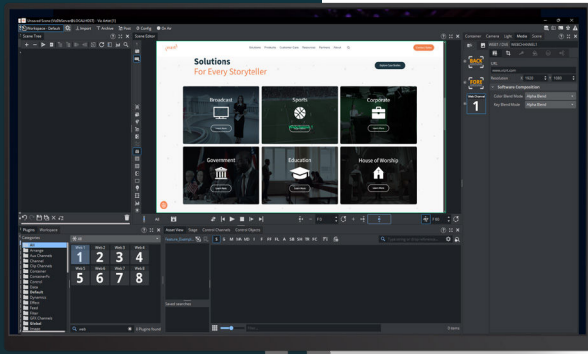## Large Canvas Video Wall Support: It's 1 Engine. Multiple screens. Maximum impact.

Scale up to 8k pixels video walls with a single Viz Engine while removing costly interconnecting third-party hardware. Keep pace with competitors in the 'bigger is better' video wall arms race; Serve hi-res graphics to an ever-higher-res canvas.



## Adaptive Graphics™ with Transition Logic, plus Parallel Outputs: It's one scene for every screen.

Adaptive Graphics, a Vizrt exclusive, is an automated way to deploy graphics to multiple output formats simultaneously, saving time, repetitive work, and resources. Get a better return on your existing investment in Viz Engine and Viz Artist by taking advantage of **Adaptive Graphics – now with Transition Logic**. Graphics with multiple elements not only adapt to a specified output format, but they also transition from one element to the next gracefully, without glitches or stops.

But that's only half of the story... Viz Engine lets you extend your ROI even further by serving your adapted graphics through a new **Parallel Outputs** feature to both Linear channels and OTT/Digital channels simultaneously.

## HTML5 as a Media Asset: Unlock the power of Web graphics within Viz Engine.

A world of possibilities opens up when you combine Web graphics with the power and versatility of Viz Engine, such as personalization and data-driven visuals which allows for a more relevant and engaging experience for each viewer.
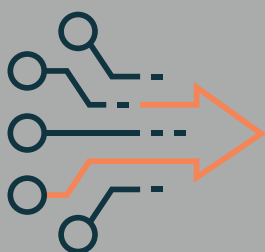
## HDR graphics built for speed and ready for every screen.

You can rely on Viz Engine to deliver HDR-compliant solutions that provide designers with an easier, faster way to prepare scenes that make use of the HDR spectrum. Defined color spaces, at the Scene level, grants access to the extensive brightness levels when delivering sports graphics highlights. Look forward to better, richer looking graphics and delivering consistent, high-impact viewer experiences across multiple platforms.

## Creativity Unlocked

Viz Engine is a creative catalyst.

Whether you're building the next award-winning opener or reinventing how your audience engages and experiences the screen in front of them, Viz Engine helps you design faster, scale smarter, and create without limits.

## Ready to
take your design further, faster?

**LET'S TALK**

Learn more at **vizrt.com**

# About Vizrt

Vizrt® is the world's leading provider of innovative visual storytelling tools for media content creators in sport, broadcast, enterprise, and 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 sports and media companies such as PGA Tour, ESPN, TNT Sports, NFL, CNN, CBS, NBC, Fox, BBC, Sky Group, Al Jazeera, NDR, and many more.