



Viz Arena

Solution Brief



VIZ ARENA

AR Anywhere
Cloud or On-Prem

Turn every game into a showstopper with hyper-real AR Graphics

Viz Arena, the leading image-based tracking solution for inserting virtual ads and AR graphics to live video, adds AI muscle to your live sports production. AI Keyer. Downstream AI workflow. Auto calibration. 10X faster setup. Graphics that stay locked in place.

Designed for broadcasters, leagues, clubs and venues juggling tight timelines and lean resources, Viz Arena removes production friction while boosting sponsor visibility and fan engagement.

Drop sponsor logos into any feed. Feed different ads to different regions — all from one system.

Viz Arena keeps you **fast, flawless and fan focused**. Delivering superior downstream workflows, and advanced calibration and keying. Supporting in-stadium, in-studio, or in the cloud workflows.

Powered by



‘Our fans crave real-time data during races that help tell the story unfolding on the track. It is 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 Sports*

Flexibility | Accessibility | Profitability

1

You choose

Deploy in the cloud or on-premises.
Select the optimal workflow for your live production.

2

Unlock New Revenues

Increase the performance and commercial potential of live in-game virtual advertising with regionalized outputs.

3

Build Fan Loyalty

Create immersive experiences with AR graphics and data visualizations that grow viewer loyalty.

Non-Intrusive, Full Control Operation

Viz Arena is an image-based solution. It does not require specialized mechanical tracking hardware, making **camera calibration effortless**, especially now with auto calibration.

Real-time data visualizations and hyper-real 3D graphics deepen storytelling, and keep your viewers watching for longer, and often *sharing* what they see. Superior 3D graphics rendering using the modern Viz Engine 5 Renderer Pipeline makes placing virtual graphics over any live sports coverage **fast and simple**.

What's more — Viz Arena comes with **preloaded scenes** such as Penalty Map, Lineup and Shot Map to make creating graphics even easier.



Revenue Generation That Scores Big

Whether it is in the stadium or on TV, fans want more. More engagement, more stats, and more insight into the game. Viz Arena helps sports producers tell a better, more visually immersive, and engaging story, while increasing sponsor visibility and revenue.

From inserting virtual ads to animated 3D augmented reality (AR) graphics that can be easily customized to match a team's brand and unique in-stadium style, Viz Arena engages fans and offers revenue-generating opportunities that score big.



Flexibility | Accessibility | Profitability

Data Flexibility – Viz Arena supports various data providers and sources, including Tracab® live tracking data visualization with source selection and control through Viz Arc. *(Viz Arc is Vizrt's innovative AR graphics control application that centralizes control of all processes from a single, intuitive interface.)*

Accessibility – Viz Arena can be deployed in the cloud as well as on-premises, so you always have the choice of selecting the optimal workflow that's right for you.

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.



High Production Value

Viz Arena supports Viz Engine 5's modern Viz Engine Renderer Pipeline. With unrivaled image-based tracking, advanced keying powered by Viz AI, and superior downstream workflows, Viz Arena makes the placing of virtual graphics over any live sports coverage fast and simple.

With just a single input source, Viz Arena can output multiple feeds with different graphics on each channel, opening up the possibility to push regionalized content and advertisements from a single system.

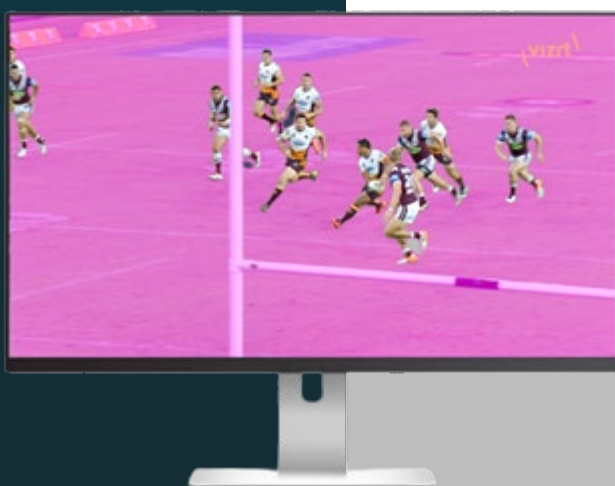


Auto Calibration

Taking the complexity out of calibration, so your crew can focus on creativity. The new AI-based Calibration in Viz Arena 6 is 10X faster than before*. Work on any center of action, from soccer fields with grids/lines to non-grid events like motosports, golf and aerial races.

Auto calibration is extremely *sticky*, so calibration is redetected instantaneously to keep graphics effortlessly in place, even when you fast cut or pan between cameras and do quick transitions.

**Internal tests show calibration time is improved 10X compared to manual processes.*



Sports Intelligent AI Keyer

Viz Arena 6 takes the AI Keyer up a notch to introduce the powerful Sports Intelligent Keyer for motosports, and greenfield sports (American football, soccer, rugby, and Aussie rules football). The improved keyer is trained on each of these sports to offer the best and most precise keying.

Significantly improves the visual quality of your graphics. Adjusts under any ambient condition such as sunny days causing color conflicts and shadow contrast. It's a huge jump from traditional keyers.

The result? Tied-to-field virtual ads, logos and cam carpets that blend in and are indistinguishable to court decals.



Downstream AI Cut Detection Perfection

100% fail-safe every time. Viz Arena's Downstream AI Cut Detection solves the challenge of frame- accurately handling virtual graphics during any camera transition. Automatically hides or unhides virtual graphics on the program feed.

Fully automated and requiring no manual intervention. Simplifies operation, reduces complexity (and therefore errors), removes hardware to speed up setup time, and delivers all of this from your single Viz Arena box at a lower operational cost when compared to outsourcing your productions.

The one-box AR Anywhere solution.

Offering the same high production value live data tracking whether remote, courtside or in the studio.

Sports Supported	All sports including grid, non-grid sports and esports
Production Integration	Live video ingest – single or multi-camera. Data-driven graphics. Supports either upstream or downstream workflows. Multiple outputs for any platform.
New in Viz Arena 6	Auto calibration. Sports Intelligent AI Keyer. Single interface for calibration and live tracking.
Tracking	Image-based camera tracking (any PTZ camera), no need for extra hardware .
Keying	Sports specific AI Keyer or Color Keyer.
Hardware	HP Z8 - G5 or Lenovo SR655 V3 <i>(for the full specs contact your Vizrt Sales rep)</i>
Operating System	Windows 11 IoT



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.

