Viz Arena

Solution Brief
Executive Brief

Monetize your sport with hyper-real 3D graphics and virtual advertising

Viz Arena is the leading image-based tracking solution for inserting revenue enhancing virtual ads and adding editorial-driven 3D Augmented Reality (AR) graphics 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.

Viz Arena unlocks new revenue streams. Insert sponsor logos in any environment, and exponentially increase the return on your advertising inventory thanks to Viz Arena's ability to feed different ads across multiple regional outputs from a single system.

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 ACCESSIBLE SOLUTION FOR IN-STADIUM VIRTUAL ADVERTISING. AUTOMATED DEPLOYMENT TO THE CLOUD – IN MINUTES.

Revenue Generation That Scores Big

Whether it is in the arena or on TV, fans want more. More engagement, more stats, and more insight into the game they're watching. Vizrt's powerful graphics solutions, such as Viz Arena, are helping producers tell a better, more visually immersive story in engaging ways, while increasing sponsor visibility and revenue.

From inserting virtual ads 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 offers revenue-generating opportunities that score big.

Flexibility. Accessibility. Profitability.

These are the three pillars of Viz Arena.

Data Flexibility – Viz Arena supports numerous data providers and sources, including a new Tracab® live tracking data visualization with source selection and control through Viz Arc.
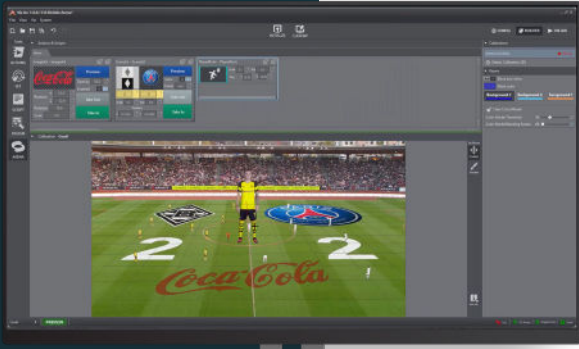
Accessibility – Viz Arena can now be deployed in the cloud as well as on-premises, so you always have the choice of selecting the optimal workflow that's right for your live production.

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.

High Production Value. High Return On Investment.

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 hyper-real virtual 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.
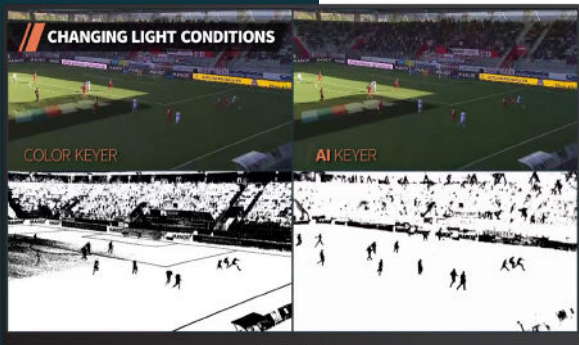
Learn more at **vizrt.com**

Non-Intrusive Operation & Full Control

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 dedicated 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 court reflections and similar foreground and background keying colors.

As a result, virtual logos, cam carpets, and virtual ads become indistinguishable from the real thing, and the visual quality of graphics-enhanced sports productions increases significantly.

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
Unlock New Revenues

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

3
Build Viewer Loyalty

Create immersive viewing experiences with augmented reality graphics and data visualizations that build viewer loyalty.

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

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.