

## LIVE SPORTS STORYTELLING

Augmented reality and live connection to premium data bring your sport event coverage up to the next level.

### ILLUSTRATED REPLAYS FOR POST-GAME ANALYSIS



Generation of a large collection of overlays: player and ball traces, arrows, area, links between players, running speed, players move & grow....

Real-time access to advanced data of the competition.



### VIRTUAL GRAPHICS FOR LIVE SPORT COVERAGE



Addition of various AR graphics to a live stream: heat maps, fault maps, 9m15 circle, distance to the goal, score, animated 2D/3D logos, super clip, line up, corner zone, penalty maps, distribution of attacks...

### INTERACTIVE PRESENTATION TOOL



Interactive presentation tool for journalists to engage with their audience and fans with high quality replays, sports graphics and football analysis in a TV studio environment.

## ABOUT DELTACAST

DELTACAST is a #sportstech company, dedicated to the next generation of virtual graphics and fan engagement technologies in live events.

What is a #sportstech company? Developing in-house products with advanced technologies: sensor-free tracking, image processing algorithms, adaptive chroma-keying, high-quality 3D engine.

Exploiting technology for each specific sport and game rules, in order to enhance the fan experience.

Supporting customers in the commissioning of our solutions. Our SLA contracts guarantee a state-of-the-art support and upgrades during the complete product life cycle.

DELTACAST also performs dedicated projects for the professional broadcast market (TV game software, Virtual Director, TV show automation).



## DELTACAST

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# FAN ENGAGEMENT SOLUTIONS

CLUBS | LEAGUES | RIGHTS HOLDERS & BROADCASTERS

#SPORTSTECH #FANENGAGEMENT #FANEXPERIENCE

# DELTACAST

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## VIDEO REFEREE



VAR enhances sport fairness: diving, violent behaviour, dangerous tackles, inappropriate reactions towards officials and mistakes committed by referees occur less often.

- ▶ Soccer 2D/3D offside line



**CONTACT US FOR VAR SOLUTIONS IN YOUR SPECIFIC SPORT.**

Our partners



## VIRTUAL ADVERTISEMENT

With the rise of live sports streaming, virtual advertisement creates new opportunities for sponsors.

- ▶ For soccer: generation in real-time of virtual banners, virtual giant screen, complex scenes including a large set of animated 2D/3D elements,....



**CONTACT US FOR VIRTUAL ADVERTISEMENT SOLUTIONS IN YOUR SPECIFIC SPORT.**



## IN-STADIUM FAN EXPERIENCE

**ANY SCREEN. ANY RESOLUTION. ANY SHAPE.**

Great stadium experience makes unforgettable memories for fans.

- ▶ **Play:** Bring stadium big screens (4K/8K) to life with dynamic content and eye-catching graphics during game highlights.
  - ▶ Giant LED board, 360° halo board, perimeter LED, ribbons, hallway, IPTV, centerhung display.
  - ▶ Sport specific interface (football, basketball, ...)
- ▶ **Monetize:** Get new monetization opportunities with sponsors.
  - ▶ Any screen in or outside the stadium becomes a potential advertising leverage.
  - ▶ Virtual ads on replays.
  - ▶ Add a sponsor logo for main match events, play an ad after the kiss cam... All this, very easily.
- ▶ **Engage:** Create a vibrant living culture around the game in the stadium and engage your fans with a multi-channel experience.
  - ▶ Control external sound, light, pyrotechnics with DMX/GPIO/MIDI interfaces.
  - ▶ Add replays with highlights on match-changing events.
  - ▶ Social Wall.



**CONTACT US FOR UNLIMITED SCREEN CONTENT MANAGEMENT**

Benefit also from our premium support by becoming a DELTA-stadium partner.



## LIVE GRAPHICS SOFTWARE FOR YOUR PRODUCTION

CG Graphics are at the heart of the real-time sports production to engage audiences.

- ▶ Virtualizable CG software application for graphics payout and channel branding
- ▶ Create your own templates for any live sports productions or use those provided with our solution.



## TV STUDIO LED WALLS

- ▶ Content management for your studio backdrops

