



Markerless, Real Time Motion Capture for Live Virtual Production Workflows



Next-Gen Viewing Experience: Elevating Broadcasts with AR 51's Live Streaming Technology

1 **Immersive Viewing Experiences**

Harness AR 51's cutting-edge live streaming to project 3D content directly into fans' AR glasses and devices, creating a vivid, as-if-there sensation for each event.

2 **Engagement Amplification**

Leverage the interactivity of AR to engage viewers like never before, turning passive watching into an interactive event that can include real-time statistics, athlete tracking, and more.

3 **Expanded Audience Reach**

Attract the tech-savvy and younger demographics by offering innovative viewing options on the devices they use daily, from mobile AR to the **Apple Vision Pro**.

4 **Future-Proof Broadcasting**

Be at the forefront of broadcast technology, ready to adopt future advancements and set new standards in sports entertainment with AR 51's adaptable and scalable live streaming solutions.

AR 51 Markerless Mocap for **Live Virtual Production**



As virtual production becomes a standard for live sports, entertainment, and news broadcasts in studios and sports venues, there is a growing demand for **Markerless, Real-Time 3D Capture**.

Live AR Broadcasting: Immersive Commentators



AR 51 is a transformative leap for live 3D broadcasting—augmenting live events in real-time for enhanced Studio **Commentators Engagement**

Live AR Broadcasting: **Augmented** Broadcast



On-field **augmentation** of players and field/court from every angle enriches immersive broadcasting experiences.

Live AR Broadcasting: **Instant** Replay



**AR 51 is a transformative leap for live 3D broadcasting—
augmenting live events in real-time to enhance Studio **Commentators Engagement****

Live AR Broadcasting: **Virtual** Camera Tracking



Unlock the potential to track a virtual camera seamlessly

Live AR Broadcasting: **Virtual** Commentator



AR 51 for real-time puppeteering – offering unmatched flexibility in event coverage.

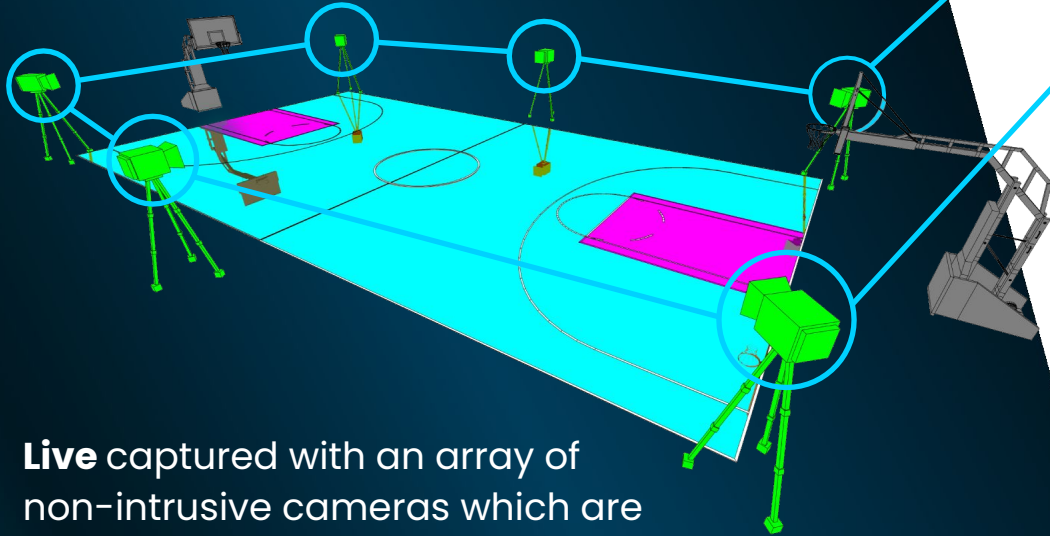
Live AR Broadcasting: **Actual** Footage



Screen capture of an actual basketball game captured by **AR 51**

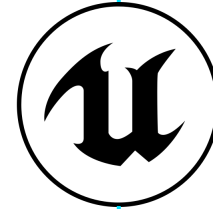
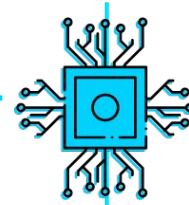
AR 51's Live Capture

How it works?



Live captured with an array of non-intrusive cameras which are placed in stadiums.

On-Prem AR 51's Servers



Dynamic Range of AR-Enhanced Sports

Elevate every play with our AR streaming, covering fan-favorites from football to esports.



Volleyball



3x3
BASKETBALL



BASKETBALL



Beach
Handball



Beach
Volleyball



Curling



Tennis



Weightlifting



Futsal



Handball



Acrobatic
Gymnastics



Breaking



Rhythmic
Gymnastics



Sport
Climbing



**The Future is
Already Here**

