



# The future of 3D content creation & consumption



# Capitalizing on the AR Hardware **Revolution**

The logo for Apple Vision Pro, featuring the Apple logo followed by the text "Vision Pro".



**As the Apple launch their AR headset,  
the real opportunity lies in **content**.**

**That's our sweet spot: providing the rich, live 3D streaming content that transforms these devices  
from innovative hardware to essential gateways of immersive experience  
And **elevating** traditional broadcasting**

# Live AR Broadcasting: A Quantum Leap Since the Historic first ever Telecast



Honoring the **pioneering** spirit of the first telecast, AR 51 ushers in a transformative leap for live 3D broadcasting—augmenting time-honored traditions with immersive, real-time engagement

# Step Inside the **Action:**

Live AR 51 Capture



AR 51 **enriches** traditional broadcasts with immersive 3D streaming, broadening reach and deepening engagement for a global audience ready for the **next wave** of interactive viewing.

# 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**.

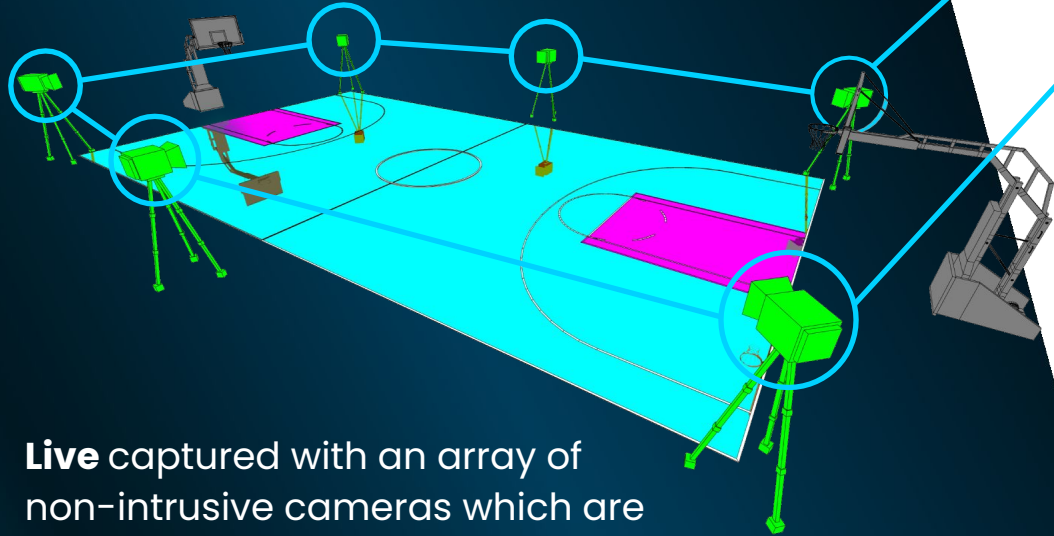
## 4 **Future-Proof Broadcasting**

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.



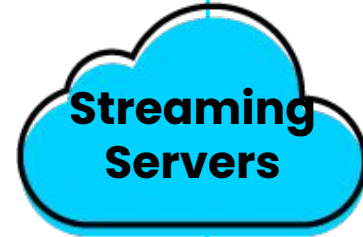
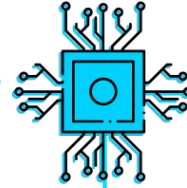
# AR 51's Live Streaming

## 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