AR³ FOOTBALL

AUGMENTED REALITY AND VIRTUAL PLACEMENT

MAIN FEATURES

Designed to generate high-quality Augmented Reality graphics. Extremely intuitive and easy to use.

- Virtual Crowds *NEW*
- Virtual Cam Carpets *NEW*
- Camera Parameters Extraction
- Automatic Camera Calibration
- Camera Recalibration
- Lens Distortion Calibration
- Chroma Filter

- Virtual Offside Line
- Virtual Placement
- Virtual Distances to Goal and Defenders
- Multi-Camera AR
- Ball Speed Measurer
- Graphics editor to customize AR
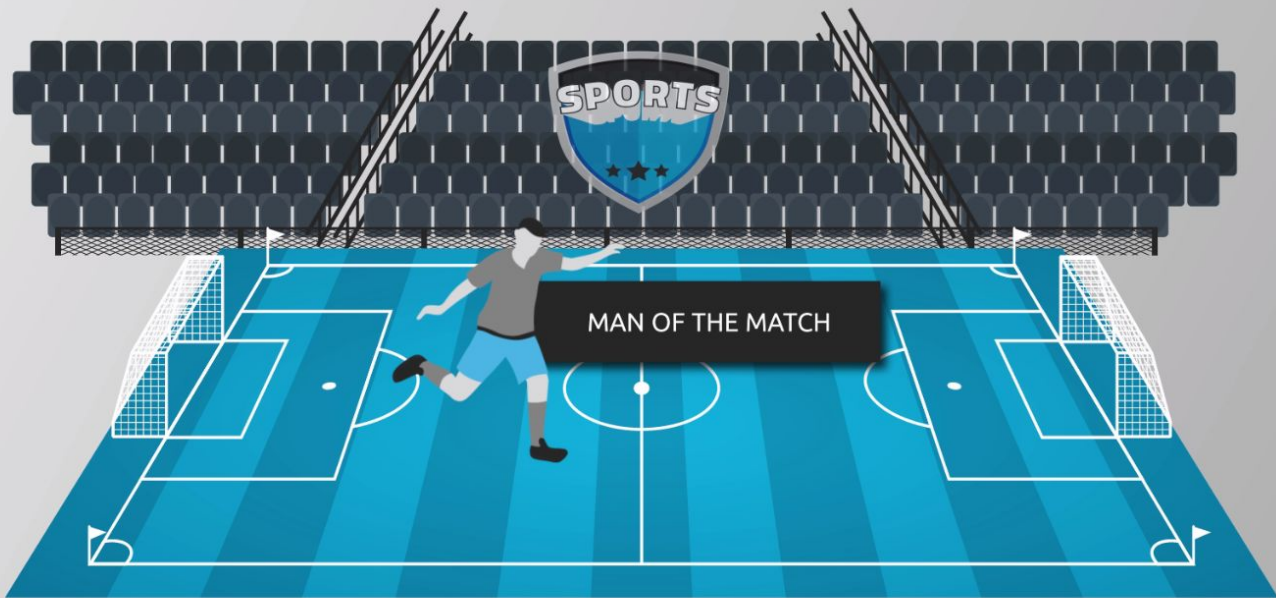
AR³ Football enhances football broadcasts by adding Augmented Reality into live football matches and creating a more appealing and entertaining experience for fans and viewers all over the world.

It comes with the innovative features of automatic calibration and camera recalibration that simplify the operation and reduce the workload on sight.

AR³ Football allows to change camera without losing sight and perspective of the Augmented Reality implemented on the field, thanks to its Multi-Camera Augmented Reality system.

AR³ Football is also capable of generating state-of-the art virtual crowds (for matches with no audience in the stands) virtual cam carpets to insert advertising material, and tied to the field augmented reality graphics, like heatmaps and "man of the match" infographics.

Designed to generate high-quality AR Offside Lines, AR Freekick distances and Virtual Placements, AR³ Football is extremely intuitive and easy to use.

A ball speed measurement tool is also included, to calculate the speed of the ball, on any given play, with only two clicks.

The offside tool is ready to generate multiple virtual lines on the same replay, whenever there is more than one moment of doubt in the same play. It also allows to highlight players that are crucial for the event under analysis.
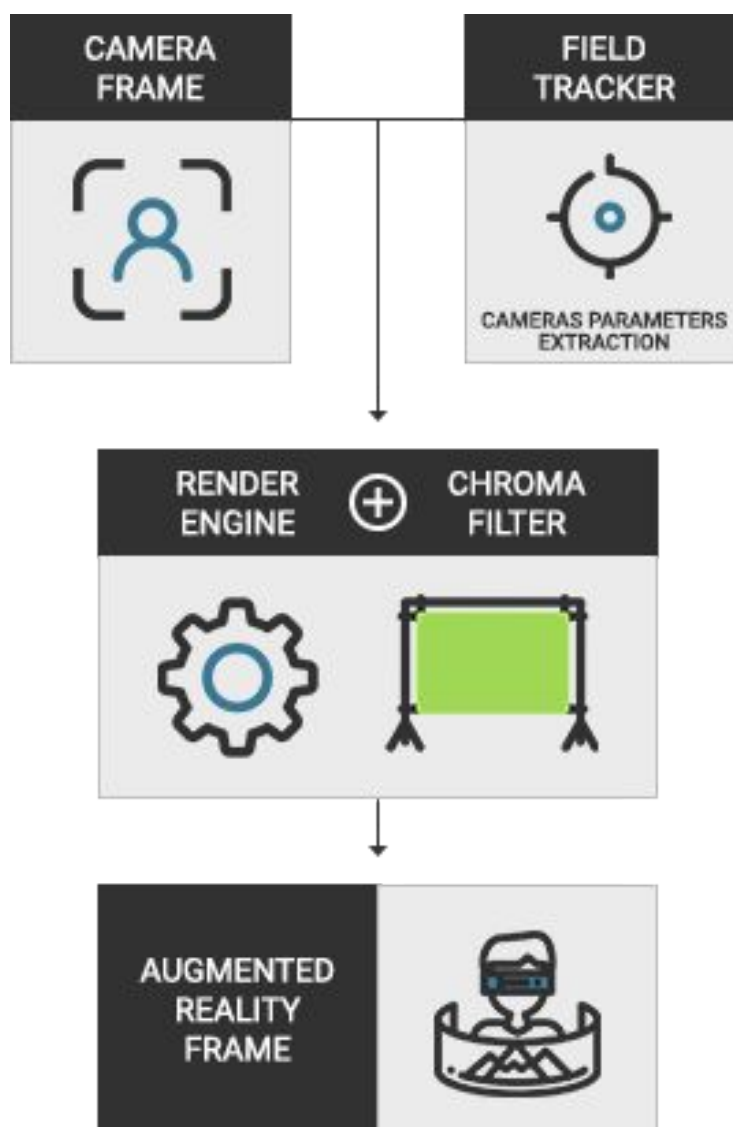
MAIN BENEFITS

- Fast camera calibration
- Visual recalibration notification
- Switch cameras with one click
- Jog / Shuttle integration
- Less than 5 seconds to have AR on air

THE POWER OF
AR³ FOOTBALL
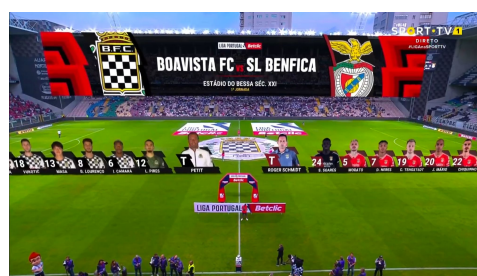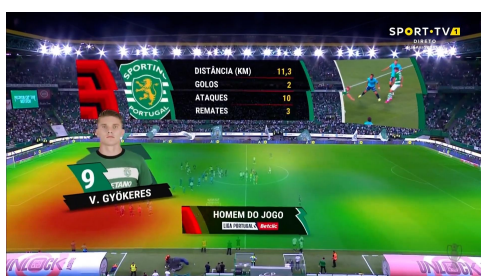
What comes inside AR³ Football and how it works:

Add our simple tool, InsertAR, to automate your AR graphics workflow during live football broadcasts.

InsertAR is an automated system to insert Augmented Reality graphics in an on-air camera signal without any intervention by an operator.
InsertAR adds an automatic control layer, completely free of additional sensing hardware, relying only on image processing technology.

It is capable of analysing the director's feed against the Master camera feed. When both are a match the system switches to the Injection feed and broadcasts the Master camera feed with AR graphics.

How it works while integrated with **AR³ Football**:
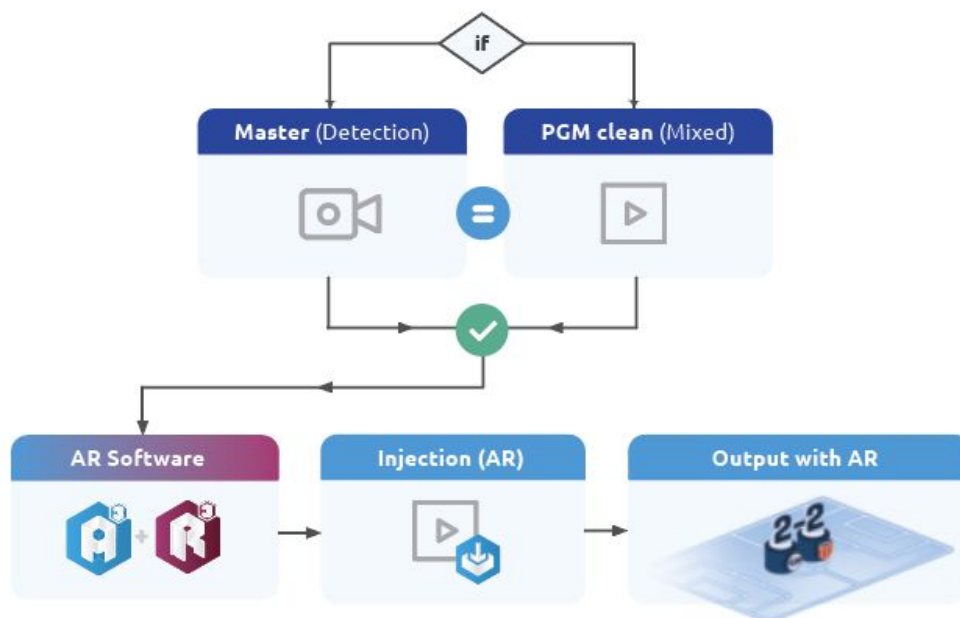
Commercial Offer

Our Offer for CAN competitions is the following

InsertAR is an automated system to insert Augmented Reality graphics in an

1) Graphic Design Setup - 5.000 Euros per graphic look and feel

2) AR Graphics Operation:

- AR Server
- AR 3D Graphics Engine
- AR Control Software
- Installation and Configuration
- Graphics Operation

Reference price per game: 1500 Euros

The price can be adapted regarding the volume of games, number of systems and the full logistic

Not included:

- Equipment Shipment and Insurance
- Travel, Accommodation and Local Transportation
- Taxes

Commercial conditions:
- 50 % of the project in advance
- 25% before equipment shipment
- 25% in the final of the competition

Take your football match to the next level!

CONTACT US NOW

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