

STOCK *CAR*

CASE STUDY

REAL-TIME GRAPHICS
FOR ONE OF BRAZIL'S MOST ICONIC
MOTORSPORTS COMPETITION



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Real-Time Graphics for one of Brazil's most iconic motorsports competition

wTVision is now responsible for the **real-time graphics and data of Stock Car**, one of the most popular races in Brazil.

The project built for Vicar includes a setup based on wTVision's software stack and the collaboration of our **broadcast design** team that designed and implemented all graphics presented.

Our collaboration with Stock Car was possible thanks to our partnership with Arena Hub, a center for innovation and fostering entrepreneurship that directly connects startups, sports organizations, investors, and large ecosystem companies.

"The Arena Hub has the purpose of making connections that create opportunities, business, and new technologies that add value to the sports industry. The partnership between wTVision and Stock Car are examples of how Arena Hub promotes meetings with strong potential to result in experiences for the market and for the fans, encouraging the creation of new innovative solutions for the sports industry", says *Ricardo Mazzucca, CEO of Arena Hub*.

Real-Time Graphics and Official Data

"Stock Car Pro Series has been for many years a major motorsports series deemed one of the most competitive series in the world." says *Fernando Julianelli, CEO for Stock Car*. **"We are implementing modern digital new assets in all aspects of our business and one major goal is reaching state-of-the-art broadcast which is surely impacting our fans and sponsors. And wTVision solutions met perfectly with our goals"**, says *Julianelli*.

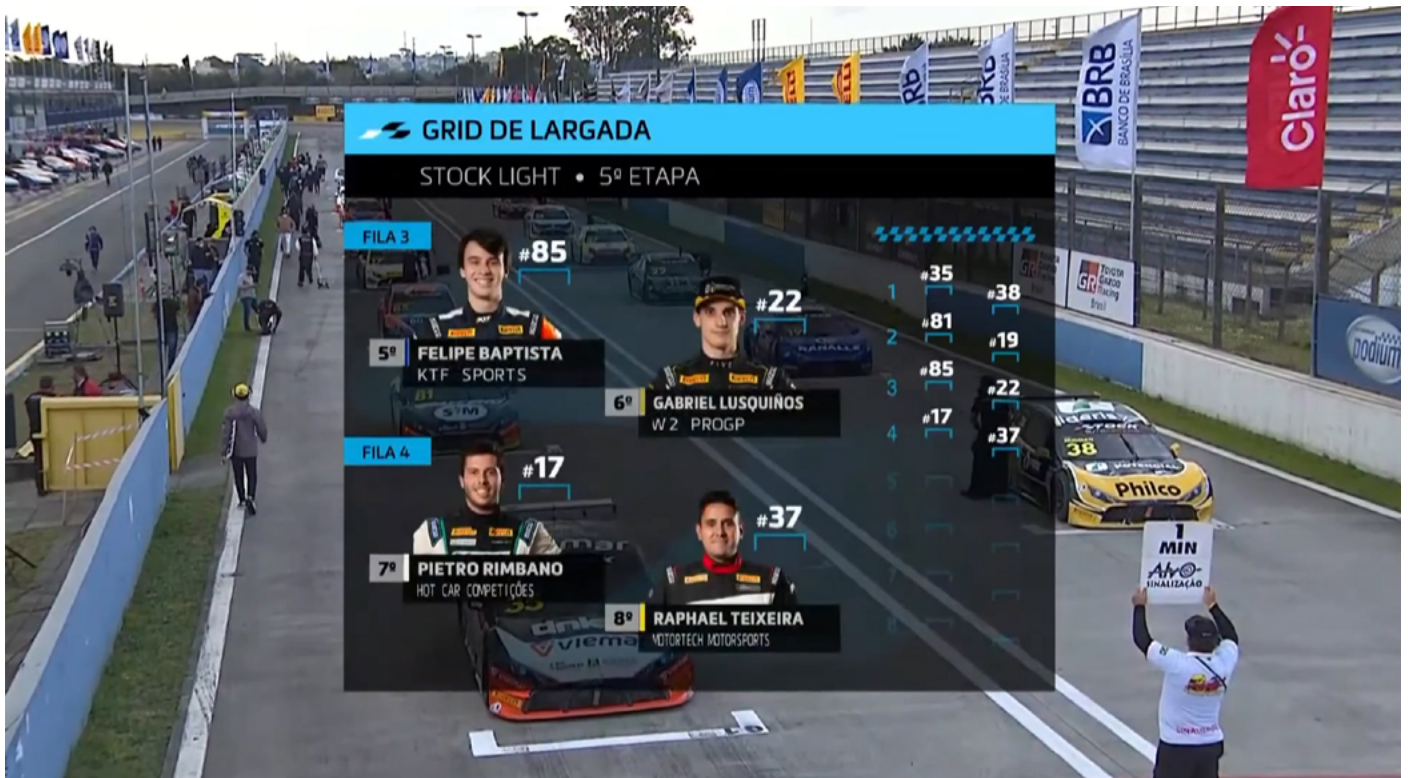


Having this premise in mind, our Brazil offices quickly started to develop a simple effective solution, completely adaptable to the specifications of each race and easy to implement.

To generate and control real-time graphics and the integrated official data, we used our very own **MotorStats CG**. This intuitive software is able to retrieve data and transform it into compelling broadcast graphics. Even though MotorStats CG is able to integrate with all major rendering engines in the market, the Stock Car project was possible thanks to **wTVision's R3 Space Engine**, which provided us with an easy to deploy flexible 3D rendering engine solution.

Data such as laps, time of the race, information about the driver or the track was integrated from the specialized Chronon timing system and **broadcasted in real-time**.

Controlling this entire graphics operation on-site we find wTVision's production team. Two of our sports operators are on-site at all times and in every race, generating all graphic information and making sure it's right and able to go on-air as soon as the director requests it.





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"Stock Car approached wTVision with a brand-new vision and approach for the series, with new ideas and concepts aiming to use new technologies and empower the project as a business case with long-term goals. Challenges are within wTVision's DNA, so we embraced this project and focused on the milestones in order to build and partnership and deliver beyond expectations, even having a short timeframe for the season kick-off. The Live Full 3D Grid was for sure one hard-to-reach but a nice asset that leverages new opportunities and there are still more innovations to come. We are delighted, as a company and as a team, to be part of this project."

- Bruno Parreiras wTVision's Brazil Country Manager.

Broadcast Design

Helping our software provide real-time graphics we find our broadcast design team. Our creatives played a huge role in the outcome of Stock Car's live broadcasts once they adapted our partner's **graphic concept to on-air graphics**.

Our creative team built a complete graphic package (that includes tickers, lower-thirds, charts, boards, swipes) while having the competition's look and feel in mind. The final outcome had Stock Car's identity represented in fresh compelling broadcast graphics.

Additionally, the same team created a post-qualifying grid formation with a 3D model-like perfect representation of each car racing and its driver.

This was the first time Stock Car presented its grid formation in such a compelling way during pre-race live broadcasts and the design was completely conceived by our creative team.



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wTVision's experience covering Motorsports with efficiency played a huge role while designing and implementing a graphics solution in a short period of time. Stock Car attracts thousands of viewers every year in a country with a huge tradition in auto racing series.



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