



LIGA NOS

CASE STUDY

VIRTUAL FAN WALL

FOR LIVE FOOTBALL COVERAGE

AR SOLUTION THAT INCORPORATES
VIDEO CONFERENCES
AND MEETINGS INTO LIVE EVENTS

wTVision and NOS extend their partnership to bring fans to the stadium, thanks to an Augmented Reality solution for Portugal's main football league, for which NOS is the main sponsor.

In a joint effort with NOS and Liga Portugal's main broadcaster, SportTV, wTVision developed an AR solution that incorporates video conferences and meetings into live events. With this integration it is possible to capture the reactions of the fans and their support, enlightening the competitions' emotional side and recovering a huge part of live sports: the crowds.

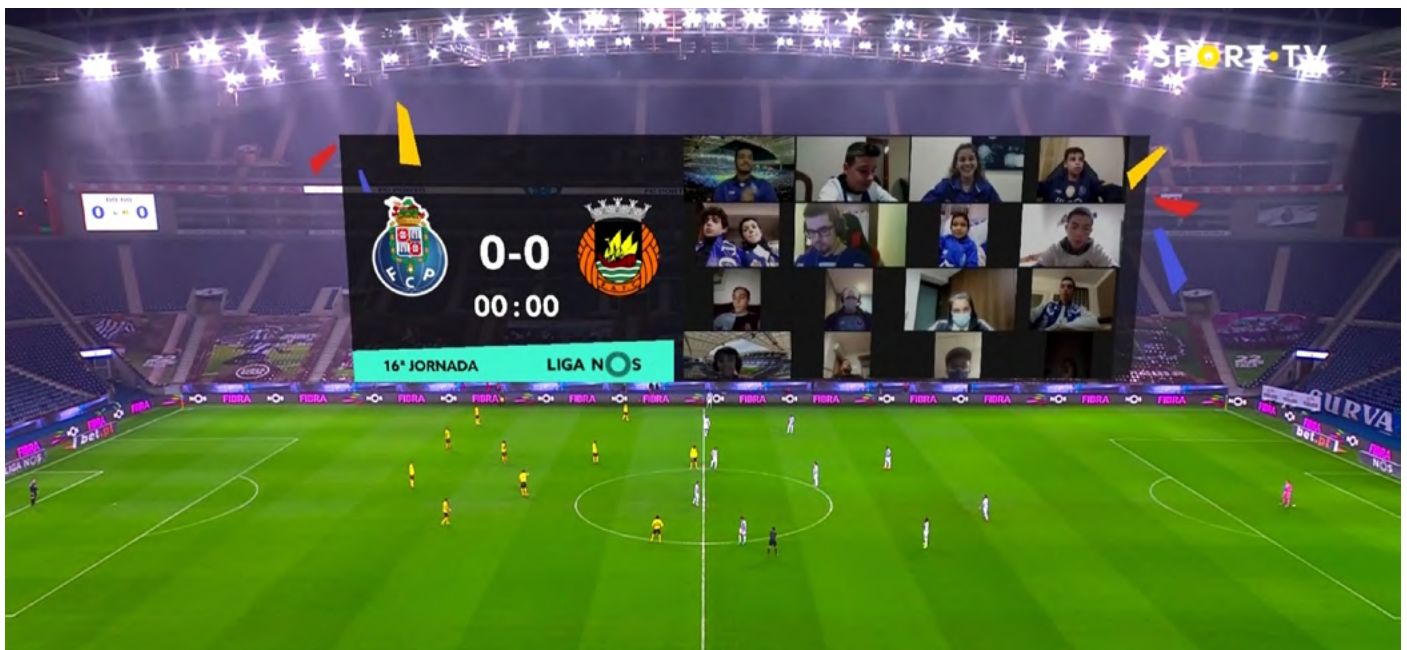
Augmented Reality Solution

With no crowds watching live matches ever since the COVID-19 pandemic broke in Portugal, the lack of the human and emotional side of live sports coverage has been a challenge for Liga NOS, its sponsor, and broadcasters.

"This Augmented Reality experience highlights the central role that technology plays in a football match broadcast, bringing fans closer to their teams, by engaging in a social activation with NOS." – Felipe Gomes, Head of Sponsorship and Activation, NOS.

To make sure live broadcasts could become more appealing, wTVision developed a simple solution, with its own software stack, providing those missed fans reactions to Liga NOS and viewers at home.

Using our very own software AR³ Football, for tracking, in a combination with R³ Space Engine, wTVision's 3D render engine, it was possible to integrate Zoom meetings into a virtual Fan Wall showcasing supporters of all clubs.



Operators on-site only had to log in to the meeting in progress. The control and management of the videoconference were assured by our partners, who changed the participants as the match progressed. wTVision's team just made sure that every time the director chooses to **broadcast the fans' reaction** it was ready to go on-air.

This simple **AR solution**, that wTVision has already implemented to generate virtual crowds, tied-to-the-field virtual graphics, or virtual infographics, made it possible to highlight a huge part of live sports events (**the fans**) with no need for a complex set-up.

The main challenge was to choose which video conference platform would guarantee a flawless broadcast and an easy-to-manage system for operators on site. After that, our flexible software stack was ready to generate engaging AR graphics.

Creativity, Broadcast Design and Graphics Implementation

One of the huge challenges of this project was to guarantee an easy way of implementing augmented reality graphics with an **appealing look**, having in mind the necessity of broadcasting video conferences, which typically involve a less captivating layout. All of this while being aware of the necessity to bring awareness and highlighting the **emotional side of live broadcasts**.

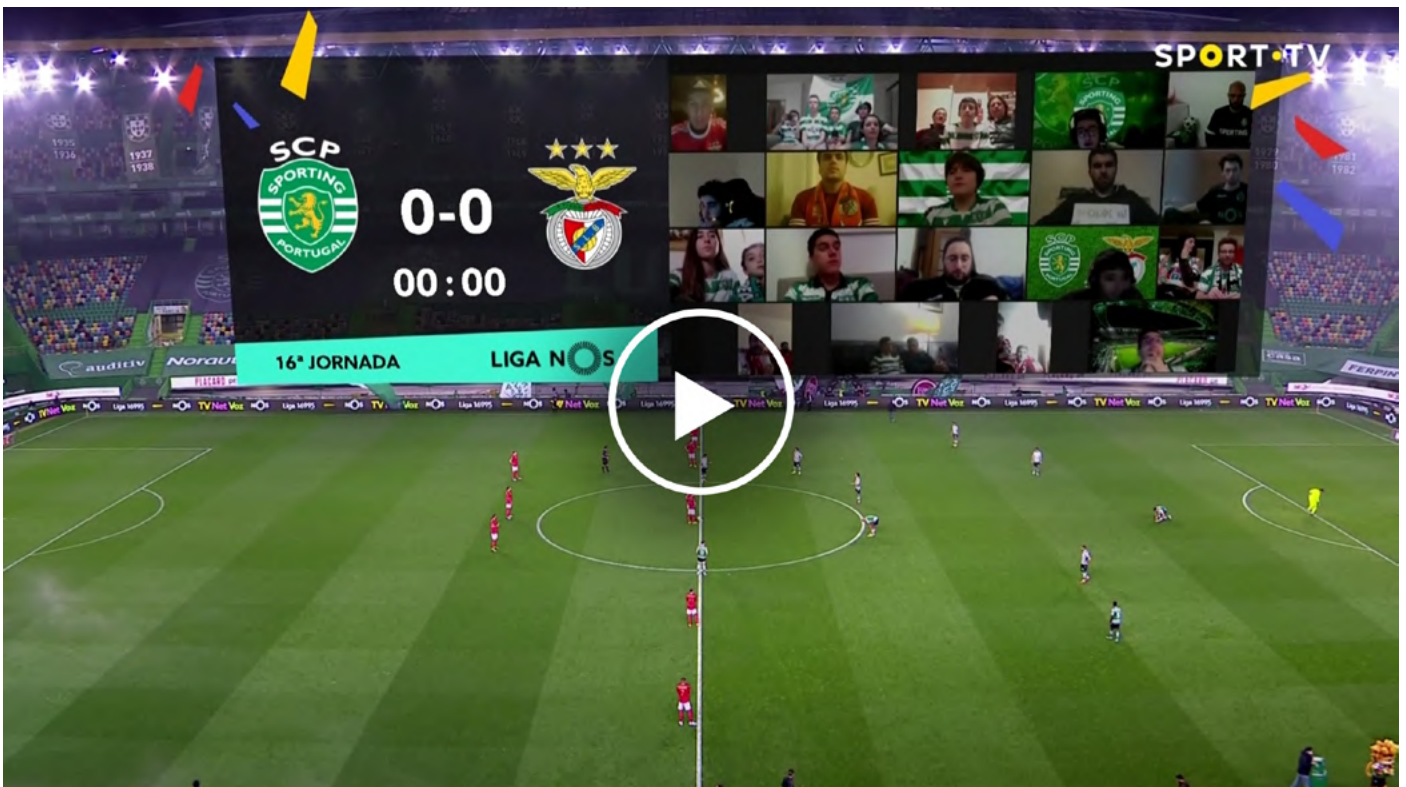
Our creative team had to adapt a pre-existing graphic package and concept (also designed by them) to a never-seen-before project while making sure the league's and its main sponsor (NOS) would benefit from this extra exposure.

With this starting point in mind, the broadcast design team created a layout, adaptable to any stadium, where video windows are shown in a clean engaging way. With this simple look, our team also made sure nothing went wrong (from the design perspective) in case one of the fans lost connection or had to leave the meeting. No matter what happens, the AR graphics implemented during live coverage always look great and the multiple video inputs are placed in order.

The process demanded special attention to how stadiums are built and broadcasted during live matches. The shape of every design piece had to consider the ideal outcome: **an augmented reality graphic that looks embedded into the stadium itself**.

Additionally, our creatives added lots of elements from the leagues' main sponsor NOS, guaranteeing an effective recognition and tracking brand awareness to our client and partner in all things considering Liga NOS.

The project was mainly developed in Cinema4D by our designers and implemented by that same team with **R³ Space Engine & Designer**, wTVision's flexible real-time 3D render engine, and intuitive graphics designer. Our creative team was able to develop the complete process from idea to execution and, at last, implementation.





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