

# Advanced virtual graphics made simple

ChyronHego offers the most innovative and responsive broadcast graphics solutions and services to the community of professionals who create, manage and distribute media content. Our graphics creation, playout, and real-time data visualization solutions have become the standard for broadcasters around the world.

*This is ChyronHego.*

Virtual Placement allows state-of-the-art virtual graphics to be added to live productions without the need for a specialist operator or expensive camera sensors. Based on highly-advanced real-time image-processing algorithms, Virtual Placement is the most sophisticated tool on the market for the delivery of striking virtual graphics into any live broadcast.

The system analyses incoming camera movement in real-time allowing the easy and robust addition of virtual tied-to-surface graphics. Virtual product placement and advertising, scores and statistics, sponsor logos and even animating sponsor messages on virtual LED screens are among the many solutions Virtual Placement is able to deliver across a wide range of different productions.



## TRACKED GRAPHICS BASED ON IMAGE PROCESSING

Virtual Placement combines several complementary tracking algorithms which power multiple built-in tracking engines to deliver a comprehensive product capable of working with any type of broadcast content including live sport OBs and studio-based news and entertainment programmes.

## ANCHOR TRACKING

The basic version of Virtual Placement can be enhanced with an Anchor Tracking module which delivers an additional camera-tracking engine designed specifically for downstream use. The module features ChyronHego's Cut-Sense technology which allows virtual enhancement to be added downstream just as effectively as it can be on outside broadcasts.

## KEY FEATURES

- Easy-to-use solution for the addition of virtual graphics to live broadcasts
- Intuitive image-analysis technology enabling fast and easy setup
- Multiple real-time camera-tracking engines
- Multi-purpose functionality enabling use on OBs, in studio or downstream
- Cost-effective modular structure with additional sport-specific modules and bespoke features

## SPORT-SPECIFIC MODULES

The modular structure of Virtual Placement means optional sport-specific modules can be delivered to meet the bespoke requirements of a client. These modules use line detection to add yet another layer of tracking and toolsets tailored to each sport to transform Virtual Placement into a sophisticated analysis tool delivering features such as the virtual offside line and distance to goal graphics. Sports that are supported today include Football, Tennis, Badminton and Rugby, and more sports are constantly being added to the list.



## REAL-TIME PLAYER-TRACKING VISUALISATION

Virtual Placement can plug into player-tracking technology such as the market-leading TRACAB™ player-tracking system. Broadcasters can apply TRACAB data in real time using Virtual Placement to deliver highly-advanced analysis features such as live player markers, statistics and tracking graphics.

Contact ChyronHego Sales and  
schedule a demonstration today @

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