

VIRTUAL PLACEMENT

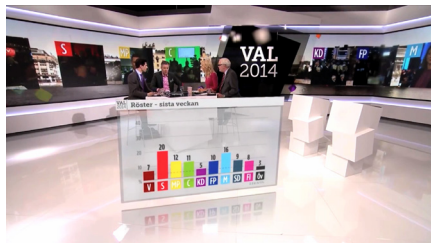
Virtual Placement allows state-of-the-art virtual graphics to be added to live productions without the need for a specialist operator or expensive camera sensors.

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.



5 REASONS YOU NEED VIRTUAL PLACEMENT

- 1. No complex camera calibration.**
Virtual Placement is based on optical tracking, so there is no need to place instrumentation on the cameras to track movement.
- 2. Multi-purpose functionality.**
Use Virtual Placement on OBs, in the studio or downstream.
- 3. Revenue-generating and amazing flexibility.**
Extremely realistic virtual product placement and advertising, scores and statistics, sponsor logos and even animating sponsor messages on virtual LED screens are among the many uses of Virtual Placement.
- 4. Easy to operate.**
Virtual Placement is designed without the need for specialist hardware or specialist operators. As a result, the system is easy to use and intuitive.
- 5. Anchor Recognition.**
A special Anchor-tracking module uses scene-cut detection technology to cope with the challenges of placing virtual graphics into multi-camera feeds. As a result, system can be used downstream on a cut feed, removing the need to be on-venue.



Contact ChyronHego Sales and
schedule a demonstration today @

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