

# VirtualVU



VirtualVU is an innovative new broadcast technology that utilizes real-time tracking and 3D image rendering capabilities to generate revolutionary broadcast effects. The technology has functionality in both real-world and virtual environments and enables remote interviews, standalone virtual studios and 360 degree analysis.

The VirtualVU technology debuted as the "hologram" effect on CNN during their 2008 presidential election coverage to an estimated 13 million viewers, the highest primetime rating in the network's 28-year history. Since then, VirtualVU has evolved to offer distinct solutions for live-event coverage and studio-based shows across all areas of broadcasts.



## VirtualVU Applications

### 3D Remote Interview

The 3D remote interview gives user the capability to "beam" subjects into their studio from any distance to conduct real-time face-to-face interviews.

### Standalone Virtual Studio

VirtualVU's remote rig set-up allows for a full broadcast to be brought to air in a cost-effective and space-efficient manner, revolutionizing how virtual sets operate.

### 360 Degree Analysis

VirtualVU's proprietary software and circular rig allow for 360 degree rotation around a moving subject or captured 3D images of your subject.

	News	Sports	Entertainment
Live Event Coverage	<ul style="list-style-type: none"> <li>Bring in a reporter from news-making events (i.e. elections, conventions, trials)</li> </ul>	<ul style="list-style-type: none"> <li>Bring in star athletes or coaches to your main studio</li> <li>Freeze athletes to analyze player technique</li> </ul>	<ul style="list-style-type: none"> <li>Allow for star participation at award shows regardless of distance</li> <li>Bring stars into your studio from red carpet events or press junkets</li> <li>Use 360° analysis for complete fashion analysis</li> </ul>
Studio Shows	<ul style="list-style-type: none"> <li>Connect bureau-to-bureau</li> <li>Have interactive group interviews</li> <li>Create a news broadcast within a virtual set</li> <li>Establish a new bureau setup for constant contributor discussion</li> </ul>	<ul style="list-style-type: none"> <li>Bring in the experts for face-to-face panel discussions</li> <li>Use 360° analysis footage to highlight key player technique points</li> <li>Create a sports broadcast within a virtual set environment</li> </ul>	<ul style="list-style-type: none"> <li>Establish a new bureau setup for a constant connection between entertainment hotspots</li> <li>Bring a full entertainment broadcast to the screen in a virtual set environment</li> <li>Analyze the best fashion through 360° from red carpet events</li> </ul>