

# VirtualVU at the WORLD CUP

VirtualVU is an innovative new broadcast technology that utilizes real-time tracking and 3D image rendering capabilities to generate revolutionary broadcast effects. The 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 broadcast.



## World Cup Setup

During the 2010 World Cup, VirtualVU will connect South Africa to host networks around the globe allowing them to leverage existing virtual studio environments to bring all of the action of the games closer to home. Utilizing VirtualVU's revolutionary technology, athletes, coaches and on-location reporters can engage in realistic 3D interviews with talent back in their home countries. With a remote rig setup at the hub of all World Cup action, remote talent can preview upcoming matches and relive all of the excitement of the tournament. VirtualVU removes distance as a factor and brings the exhilaration of the World Cup back to your broadcast country.



## Benefits

**Attention Grabbing** - VirtualVU's revolutionary graphics technology turns heads and captivates audiences. VirtualVU's debut captured a record-breaking audience for CNN as the highlight of their election night coverage.

**Eliminate Split-Screen** - VirtualVU's 3D image rendering capabilities provide an enriched alternative to traditional split-screen implementations, enhancing the production value of your World Cup broadcast and personalizing the interview.

**Increased Realism** - Stunning HD quality from more than 20 cameras delivers a picture perfect solution.

**Sponsorship Opportunities** - VirtualVU provides unique sponsorship and branding opportunities for each telecast, connecting brands with the cutting-edge in broadcast technology.

## Applications

### Post-Game Interviews

Connect your host studio with STATS' remote rig in Johannesburg immediately following big matches allowing for face-to-face interviews with star athletes and coaches.

### In-depth Interviews with Athletes and Coaches

STATS' remote rig location in Johannesburg will allow coaches and athletes easy access on rest days. Networks can arrange for in-depth and engaging interviews to take place when teams have down time.

### Remote Interview with On Location Reporters

Get the latest news from your on-site talent through VirtualVU's unique 3D remote interview. Go in-depth into the latest match standings or upcoming match previews through a one-on-one with your on-the-scene reporter.

## Services

### Remote Side (South Africa)

-  STATS will setup and operate the remote rig in Johannesburg, South Africa ensuring connectivity from the remote site
-  Each host network will receive several windows for back-and-forth contributor conversations over the course of the tournament

### On-Site (Host Studio)

-  Prior to the games, STATS will provide advance testing from the Chicago studio to test host networks connectivity with the VirtualVU system
-  STATS will have representatives on call to provide client service.

