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# VG

## VIRTUAL GRAPHICS

Virtual Graphics (VG), the latest innovation by ISC, enhances live video production by letting users virtually place any graphic, object or animation on the screen. Through the use of our graphics technology, graphics appear as though lying directly on the track – much like the 1st and 10 markers used in live football broadcasts – so that the horses seem to run over a painted line.

VG works by tracking a single camera and placing the graphics on that camera feed. Objects will not be on the screen all the time. It will depend on where that camera is pointed. VG can include anything from lines indicating approximate distance to the finish line, to sponsorship logos at the finish, to virtual flags and signs on the poles. This new technology will allow you to sell advertising rights at the most watched time of the broadcast: the live race.

The system integrates into ISC's Advanced Digital Graphics (ADG) package, making control seamless. All graphics and advertising are designed based on a team effort between the ISC creative team and the client. The VG system will be customized to meet each client's specific needs and is compatible with most camera and lens manufacturers and models.

### QUICK FACTS

- VIRTUALLY PLACE ANY GRAPHIC, OBJECT OR ANIMATION ON SCREEN
- INTEGRATES INTO ISC'S CURRENT ADG PACKAGE, MAKING CONTROL SEAMLESS
- CUSTOMIZED TO MEET YOUR NEEDS
- COMPATIBLE WITH MOST CAMERA AND LENS MANUFACTURERS AND MODELS
- LETS YOU SELL ADVERTISING RIGHTS AT THE MOST WATCHED TIME OF THE BROADCAST

