

Egripment and Trackmen Show Augmented Reality with Ventuz at IBC 2014

Munich, September 16th 2014

The companies Egripment, experts in camera support systems for staging, broadcast and film, and Trackmen, developer of camera tracking technology, are taking their long-lasting partnership to IBC 2014. On their booth they will showcase full augmented reality TV sets, featuring Ventuz as real-time graphics visualization software.

One of the specialties of Egripment is the development of their 'Remote Broadcast Solution', which is an automated studio robotics system for newsrooms, sports, weather and many other fields. At IBC the focus will be on showcasing augmented reality for these applications. One of the central elements of this setup is the Trackmen Tracking Software, which bridges the gap between camera movement and graphics, serving for the perfect interaction between real and augmented content. Egripment and Trackmen have chosen Ventuz as the real-time graphic software for one of their showcased augmented reality workflows at IBC.

Ventuz is a real-time graphics content creation, authoring and playout control software. It is designed for high-end use in broadcast on-air and in-studio graphics, professional presentations and multi-touch applications. Ventuz enjoys a long-lasting relationship with both Egripment and Trackmen, and offers a full integration with Trackmen's camera tracking system. This allows Ventuz to serve as a complete augmented reality graphics solution for broadcasters as well as the events market.

"During the last years we have noticed a rising demand for Ventuz installations in broadcast environments by our customers and partners", explained Martin Dreesbach, R&D Product Manager of the Egripment Group. "Additionally, Ventuz has proven to be one of the most flexible tools to integrate with. IBC is our most important exhibition of the year, and Ventuz is the perfect choice to show off our technology."

"We think that Egripment and Trackmen systems are amongst the best in the tracking and camera supports industries", stated David Paniego, Product Marketing Manager at Ventuz. "That is the reason why we are very excited about this collaboration, which shows Ventuz' full potential as an augmented reality solution."

IBC takes place September 12-16 at the RAI convention center in Amsterdam, Netherlands. The augmented reality studio installations will be on display on the booth of Egripment, hall 11, booth number 11.A21.



ABOUT VENTUZ

Ventuz Technology AG, located in Munich, Germany, is developer of 3D real-time technologies for presentations, events and broadcast graphics. Their main goal is the creation of solutions that combine state-of-the-art technologies with high class design and thus surpass the visual expectations of any audience. A central focus lies on interactive applications.

Among the brands that have used Ventuz for their events and presentations are Microsoft, Porsche, Bosch, Adidas and many more. Furthermore, several TV-stations and production companies worldwide are utilizing the broadcast-version of Ventuz, such as Fox Sports. Some of the best known productions which have been produced with Ventuz are "Who wants to be a millionaire?", "Million Pound Drop" and "Big Brother".

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