

**VENTUZ TECHNOLOGY**

**SHOWS AUGMENTED  
REALITY SETUP WITH  
NCAM AT NAB 2017**



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**In order to demonstrate their extensive support of Augmented Reality technology, real-time software developer Ventuz Technology will team up with partner Ncam at NAB 2017 and show dynamic graphic content in a live stream taken on the booth.**

After the successful integration of the two technologies prior to IBC last year, Ventuz Technology and Ncam will now showcase a joint installation at NAB 2017. To highlight the special Augmented Reality focus that Ventuz has planned for their appearance at NAB, they will hold a multitude of stage presentations on their booth. These presentations will be filmed, enhanced with virtual graphics and streamed onto a video wall. The Ncam system will be used for tracking of the camera image – the tracking data will then be forwarded into the Ventuz system, which will adjust the graphics accordingly.

“Ncam is the perfect fit for Augmented Reality installations such as this”, explained David Paniego, Product Marketing Manager of

Ventuz Technology. “The Ncam system doesn’t require any markers for tracking. Instead, it uses natural features inside the filmed image. Therefore, it is especially well-suited for filming on location like exhibition floors. In combination with the highly dynamic Ventuz real-time graphics, we will be able to demonstrate an extremely flexible system for professional Augmented Reality and Virtual Studio projects.”

This integration displays the focus of the current version of the software, Ventuz 5, which enhances usability and simplifies the implementation of various technologies into the real-time graphics environment. Ventuz has heavily invested into AR and VR workflows, creating a streamlined and user-

friendly approach to the creation of Virtual and Mixed Reality content for the broadcast as well as AV market.

“Ventuz is a trusted, cutting-edge, real-time software provider for both broadcast and AV markets, with a very similar dynamic and innovative approach to AR/VR technology as Ncam, hence why this partnership makes sense for everyone”, said Nic Hatch, CEO, Ncam. “With the Ventuz integration, we can provide our customers a richer VR/AR workflow experience and it will also allow us to tap into new markets.”

Visitors will be able to see the Augmented Reality installation at the booth of Ventuz Technology, Lower South Hall, SL5627.