Ross and Unreel offer a complete Plug-and-Play low-cost solution that delivers network-quality augmented-reality graphics integrated seamlessly into any broadcast environment with no green screen required. The solution is pre-configured so the broadcaster can be on-air on completion of commissioning with the opportunity for new ad revenue.

**Solution in a Box** Ross offers a complete AR solution including a Ross Robotics Head, Joystick, and SmartShell Software, a Ross XPression real-time graphics system, Unreel’s UX AR software for camera tracking and an easy-to-use touchscreen AR control system that comes pre-configured with AR elements to get you started.

**Low Price** The AR Solution is a no-substitution bundle at very aggressive price for our customers who wish to take the first step into robotic control and augmented reality while quickly gaining a ROI through AR advertising.

**Network Quality Augmented Reality Graphics** Unreel has been working with, and delivering, virtual-set and AR solutions for over 10 years to major US network broadcasters, including ESPN, CBS, NBC, and CNBC.

**Integrate Seamlessly into Broadcast Environments** The system is easy to install and can serve as a single-camera stand-alone system or can be easily integrated into any existing environment through your switcher.

**No Green Screen Required** AR solutions require no green screen. AR elements are fully registered in 3D space and composited into the real-world environment captured by the camera.

**Solution is Pre-Configured** Prior to shipping from the factory, the UX AR touchscreen control panel will be pre-configured with AR elements (monitors and props) so installation and operator training can be fast and efficient.

**On-Air on Completion of Commissioning** Our goal is to enable our customers to be on-air when we’ve completed commissioning and training. Training will be provided to leverage the AR elements for one or more applications. Training and support are available for the development and integration of additional AR elements.

**AR Advertising Opportunities** One of the key opportunities enabled by this solution is to include AR elements designed to include a portion for advertising.

The possibilities of AR are limitless.....................
**Complete Plug-and-Play AR Solution**

Unreel UX-AR with Touchscreen Package
- UX-AR touchscreen control system
- UX Track - Single camera tracking driver
- AR 3 Prop Package. Pre-made AR elements

Furio VR-1 PTZ AR Combo Package
- 12Kg Payload Robotic camera head
- Includes Lens Cable
- Joystick console
- SmartShell GUI control software licence (requires Unreel PC)

XPression Studio AE Real-time 3D rendering

openGear® Frame Terminal control system
- Includes one video delay card

Commissioning
- Furio / Unreel / XPression AR Commissioning (3 day Pack)
- Furio / Unreel / XPression AR Training (2 day Pack)

Three AR Elements
- Three AR elements from Unreel's library.

**Included in the AR Solution**

**Additional Camera** Includes one UX Track, one Furio VR-1 PTZ head with Lens Cable, and one video delay card. Requires additional commissioning for each additional camera.

**UX to AR Upgrade** Add Virtual Set capabilities to work with green screen. Requires UX-AR to VS upgrade and a Virtual Set Design.

**Custom Designed AR Elements** Unreel’s design team will create custom AR elements upon request.

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