

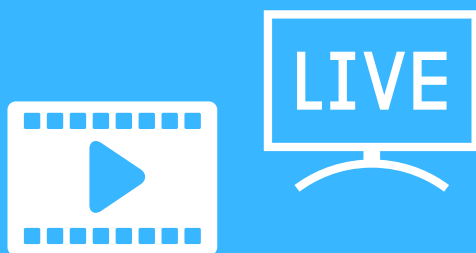
PopMark Virtual 360° Sports Experience

To bring the stadium experience to the sports fan for a whole new, interactive, "like you're there" feeling . . .

Determine Delivery

Our team can deliver the 360° experience live in real time or in a recorded, post-produced fashion based on your needs.

STEP 01



STEP 02

Determine Method of Distribution

To allow fans to access the game, our team can interface with an existing app, build a new one, or use a platform like YouTube or Facebook for seamless delivery to individual users. It's all about what works best for you.

Determine # of Cameras

STEP 03

We can create an experience that is controlled by individual fans or by an onsite producer-director. We'll work with you to determine the number of cameras needed to create the desired experience.



We'll factor in positioning of cameras being used in live, televised broadcast and make recommendations for our camera placement accordingly.



STEP 04

Determine how the Event will be Broadcast

We can interface with TV broadcast systems (eg., EVS or Dreamcatcher), or it can be standalone for live streaming / Internet delivery based on how the event will be broadcast.

Determine Audio Delivery

Our team can capture ambient audio for the experience or use a sports broadcaster designated specifically to call the game based on the 360° experience.

STEP 05



Determine Supplemental Imagery to accompany 360° Layout

Our team can include additional features within the 360° live stream to include:

- static logos and graphics
- rotating ads and pre-produced videos and graphics
- live scoreboard, stats, and data.

STEP 06



STEP 07

Discuss & Deliver

We'll work with you throughout the process to ensure that expectations are set appropriately and your goals are fully achieved.

GAME-CHANGING Expertise

Our professionally-produced 360° sports experiences immerse fans into a visceral, engaging, first-person perspective of any type of sporting event, enabling them to "attend a game" without ever leaving the comfort of their own home. They can move about the stadium, arena, or field; check out what's going on on with the players on the bench; participate in interactive activities; and get that "as if you were there" experience.

Our team's expertise and background creating 360° experiences, producing professional sports-related content, and developing high-end documentary and supplementary material gives you the winning edge over your competitors. Now more than ever you need the right tools to inspire fans to stay engaged and connected. Our interactive 360° sports experiences, created using proprietary methodology and strengthened by expert production, make that possible.

Please click on the example below:

PopMark Virtual - Sports 360 Video Example:

For more info, email us at info@popmarkmedia.com.

PopMark Virtual Experiences. Just like being there.



popmarkvirtual.com