

GIRRAPHC IN CONTINUOUS CREATION

GIRRAPHC

















# OUR SERVICES

2024



# // WHAT WE DO -

## OUR SERVICES

 CREATIVE SERVICES	 VIZ VIRTUAL SET	 UNREAL VIRTUAL SET	 STUDIO SCREENS
 INTEGRATION & SUPPORT	 VIZ INSERTS	 UNREAL AR	 STADIUM SCREENS
 HARDWARE & RENTAL	 VIZ AR	 TOUCH SCREEN	 OFFLINE DESIGN
 PRODUCTION	 HARD SET	 LIBERO / SPORTS ANALYSIS	 GIRRAPPIC





# CREATIVE SERVICES

Girraphic offers an extensive array of creative services tailored to clients' needs. Utilising our deep creative expertise and vast network of industry connections, Girraphic has been instrumental in elevating clients' visibility and promoting opportunities.

Our diverse portfolio caters to television networks, sports broadcasters, content producers, and brand marketers. With a seasoned team of professionals at the helm, we deliver comprehensive solutions including creative direction, brand strategy and design, show packages, motion graphics, live action, and animation content, as well as iOS app development and design.

Collaborating closely with our clients, Girraphic ensures a seamless integration of all broadcast-related elements.

We differentiate ourselves by transcending conventional marketing paradigms, guiding companies into both online and offline spheres to achieve their objectives. Embracing innovation in campaign conception, our team reflects the originality of your brand and asserts your company's position as an industry leader.





# // // GIRRAPHC



## OVERVIEW OF SERVICES

### 01 // BROADCAST SOLUTIONS

REAL-TIME GRAPHICS (VIZRT)

### 02 // VIRTUAL REALITY

AR GRAPHICS

VIRTUAL ADVERTISING

VIRTUAL SET

VIRTUAL INTEGRATION

### 03 // INTERACTIVE SCREENS

VIDEO WALLS

TOUCHSCREEN

### 04 // CREATIVE SERVICES

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PRE-RENDERED CONTENT

### 05 // GIRRAPHC INNOVATIONS

SPORTS ANALYSIS TOOL

VOLUME PRODUCTION

### 06 // SOFTWARE & APP DEVELOPMENT

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SOFTWARE DEVELOPMENT

CUSTOM APPLICATION DEVELOPMENT

### 07 // HARDWARE

### 08 // OPERATION & SUPPORT



# 01

## BROADCAST SOLUTIONS

We provide tailored solutions that are scaled to our clients' requirements. Whether you're a journalist or producer in need of newsroom-based solutions, or you're delving into the intricacies of sports broadcasting and data-driven technologies, we are able to cater to all your needs.

### + INSERT PACKAGE DESIGN

We elevate your creative journey from inception to execution, offering top-tier service across design, animation, management, and implementation. Committed to realising our clients' visions to the highest standards, our unparalleled attention to detail shines through both the creative and technical facets of our work.

### + NEWS, CONTENT PILOT INTEGRATION & CONSULTATION

Specialising in the intricacies of the newsroom, Girraphic stands as an expert in delivering producer, operator, or talent-driven graphics. Our solutions are meticulously crafted to enable consistent operations in control rooms of any size, ensuring a 24/7 workflow without a hitch. Whether you're looking for recommendations for new build-outs or seeking optimisation within your existing infrastructure, Girraphic is dedicated to creating the optimal scenario for all your news stories.

### + TICKERS/SCROLLS

When it comes to graphics, a network's ticker takes center stage in terms of air-time. A well-utilised ticker becomes the audience's reliable source for breaking news, live scoring updates, or election information. We understand the intricacies of ticker creation, making us your trusted partner for flawless and impactful ticker content delivery.

### + LIBERO PACKAGES

Collaborating with Viz Libero, we leverage cutting-edge tools to construct a custom analysis package tailored to complement any existing production. Our meticulously crafted packages enable the most in-depth analysis of any sport, enhancing broadcast quality and offering fans a deeper insight into the games they passionately follow. With a keen focus on customisation, Girraphic applies its expertise to build a tailored analysis package, incorporating the specific statistics and player profiles essential for the nuances of each sport.

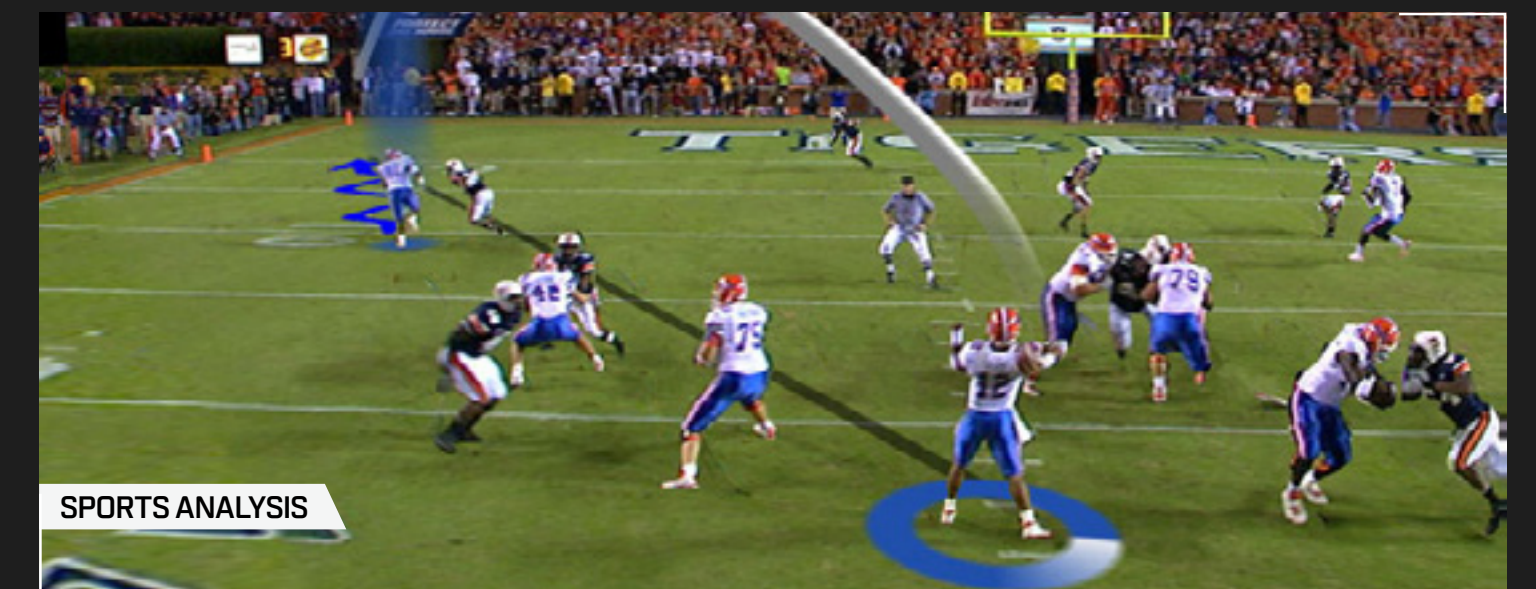
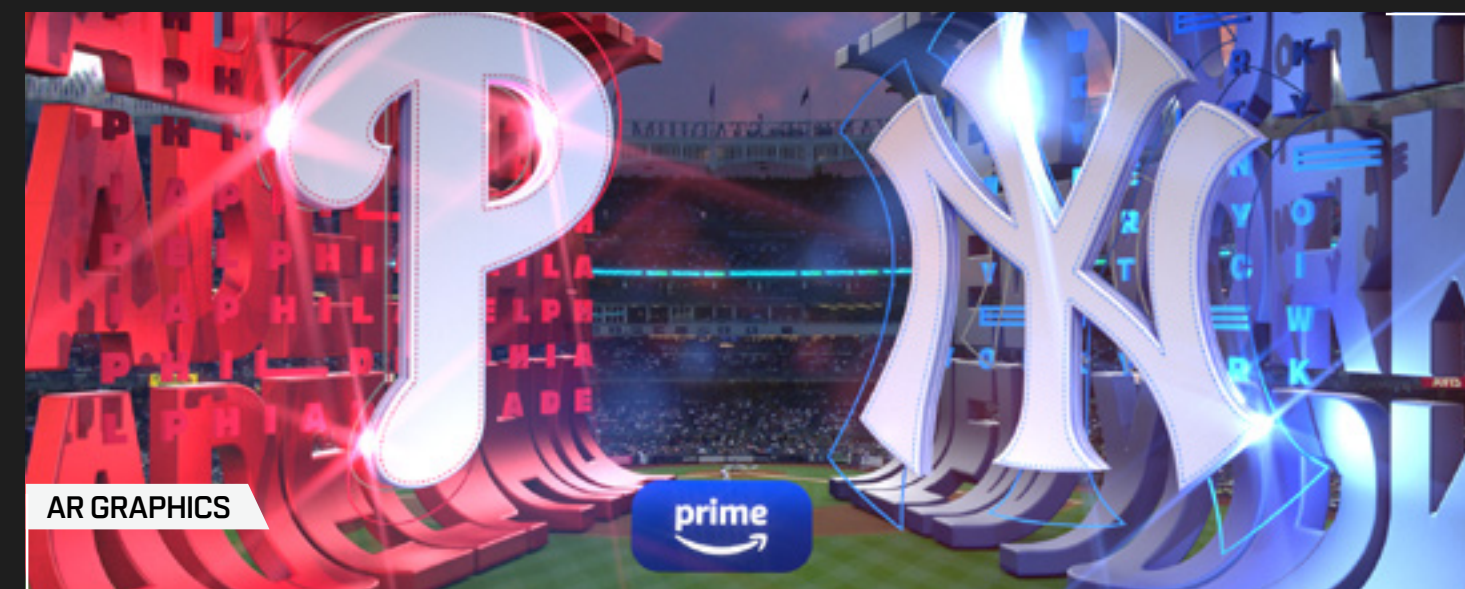
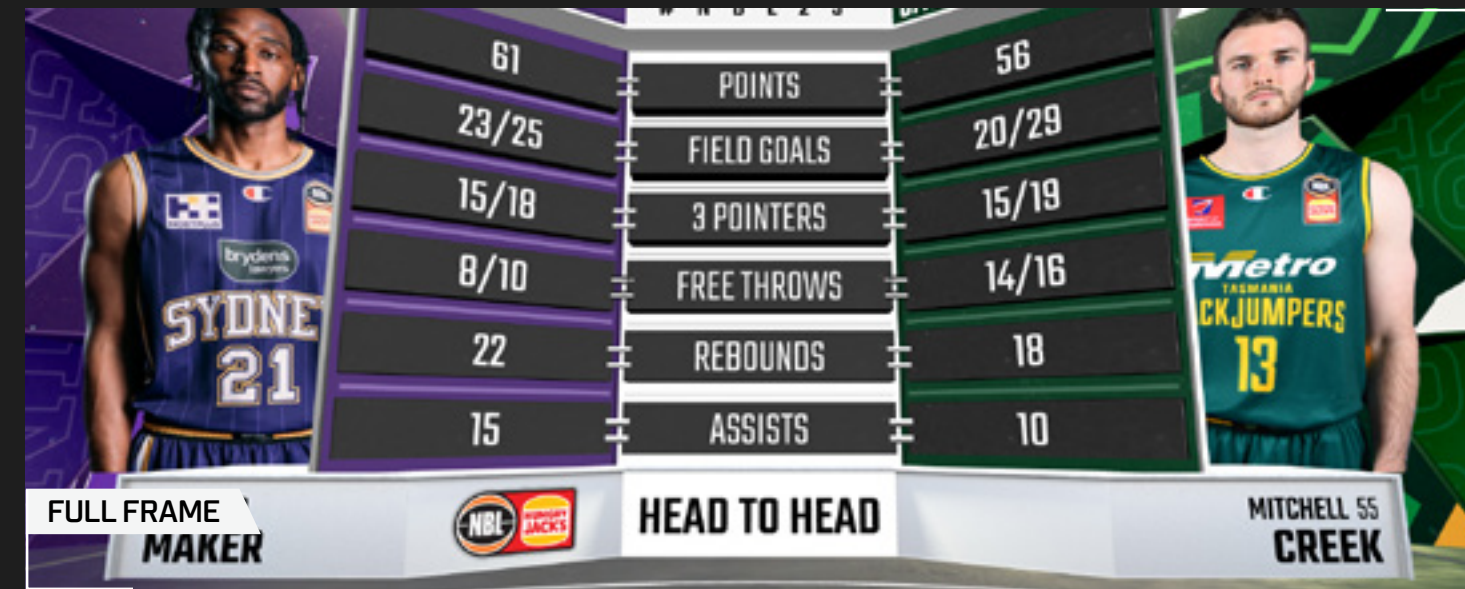


# 01

## VIZRT REAL TIME GRAPHICS SYSTEM

GRAPHICS PACKAGE REEL

Girraphic utilises VizRT for the construction and facilitation of online graphics packages. VizRT allows flexible control of its real-time engine, with the capability to write unique applications to customise control of any graphics package. VizRT also offers scalable solutions with multiple products that allow your production to grow into other areas like augmented reality, virtual, touchscreens, social implementations, and multi-platform content production tools like Viz Story.





# 02

## VIRTUAL REALITY

 AUGMENTED GRAPHICS REEL

From initial design to seamless on-site execution, we deliver breathtaking visuals and top-notch camera tracking to captivate audiences. Our expertise lies in data-powered augmented graphics and complete immersive augmented experiences. Additionally, we offer all the essential hardware required to bring your augmented visions to life – from powerful render engines to cutting-edge camera tracking solutions.

### + AUGMENTED REALITY GRAPHICS

Augmented reality graphics integrate cutting-edge camera tracking technologies into your production, providing a heightened look and feel to your broadcast. The possibilities are endless - whether you're looking for a new way to display data, a full takeover for a sponsor, or even new ways to drive fan engagement, we have you covered. With industry-leading technology and innovative talent, we set the standard for delivering unparalleled visual experiences.

### + VIRTUAL ADVERTISING

We have developed multiple virtual tracking solutions to use during live events as platforms for graphic advertising without the expense and hassle of creating physical signage at the venue or arena.

#### HOW DOES IT WORK?

The tracking data from the camera/tracking solution is fed into multiple Virtual VizRT Graphics kits simultaneously, and each real-time graphic renderer has its own set of sponsor logos positioned in the same space.

### + VIRTUAL SET

Give your production team the ultimate flexibility by creating the virtual set space of their dreams. We provide full-service virtual set creation, from signal flow and technical recommendations to the design of your set. Your set is an extension of your brand, and a virtual set allows you the freedom to change your brand and image without going through a long and arduous construction process. Whether you aim to maintain an existing look and feel or desire a fresh, innovative approach, we are dedicated to bringing your vision to life.





AR GRAPHICS



VIRTUAL ADVERTISING



VIRTUAL SET



AR GRAPHICS



VIRTUAL ADVERTISING



VIRTUAL SET



AR GRAPHICS



VIRTUAL ADVERTISING



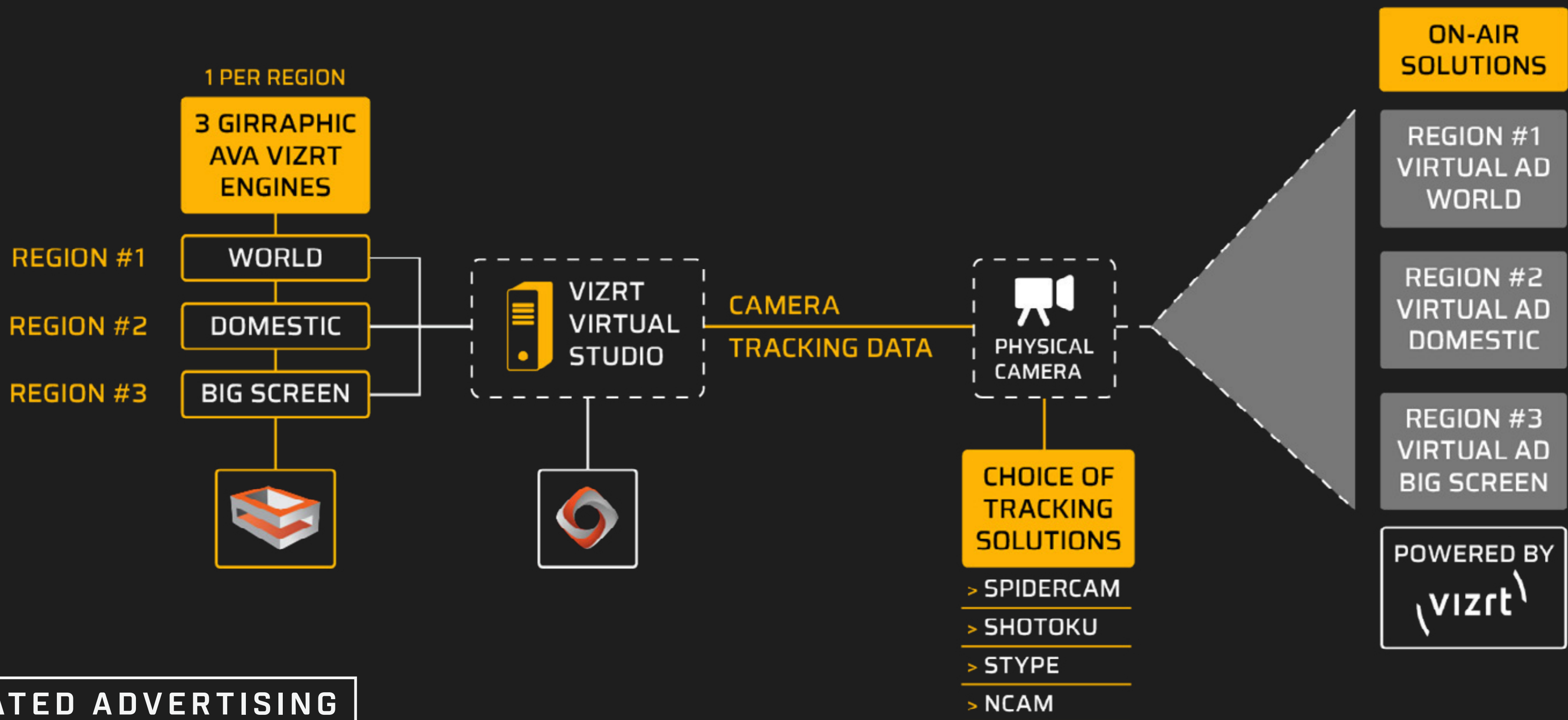
VIRTUAL SET





# VIRTUAL INTEGRATION

Virtual advertising allows for multiregional sponsorships with separate advertising tailored to different markets. Sponsorship is easily modified with the press of a button, allowing for logo changes per quarter, half or race. This versatility can easily be applied seamlessly to any sport or live event. We have successfully developed integrations for V8 Supercars, UFC, NFL Network, Fox Sports NRL, Channel Nine Cricket, Network Ten Sochi Olympics, and many others.



**INTEGRATED ADVERTISING**  
MULTI-REGION SAMPLE WORKFLOW DIAGRAM



# 02

## VIRTUAL INTEGRATION

Girraphic combines technology, data-driven statistics, and virtual graphics to enhance the viewer's experience. We offer a wide range of options to accommodate our clients' preferences and needs.



### + SPIDERCAM

Using Spidercam, we provide powerful, large visual aids and sweeping augmented reality movements during breaks and in-match integrations in a subtle manner. This approach allows statistics and information to be framed by the camera's unique range of view and overlaid on the court without detracting from the integrity of the event.



### + G-CAM

In 2017, Girraphic first introduced the G-CAM to the Broadcast world with the use of three specialised virtual cameras hung from each of the main arenas at the Australian Open. The G-CAM is a Stype powered robotic camera which allows for remote operation of tracked virtual augmented graphics. G-CAM does not have to be permanently mounted to function, and has become a key part of the big event coverage during the Supercars Championship season.



# 03

## INTERACTIVE SCREENS

Interactive screens allow your talent to interact with data, maps, and analytics - taking your broadcast a step further than traditional insert graphics. We combine innovation and creativity to integrate virtual sets and interactive touchscreens, ensuring your production reaches unprecedented levels of engagement and visual excellence.



### + VIDEOWALLS

In-studio video walls are a phenomenal way to utilise creative branding to differentiate between shows. Introduce energy and versatility into your broadcast, and transform your space with the click of a button. We can create dynamic and visually stunning branding elements or create an entirely new design for your studio. Our video wall graphics can integrate into your existing studio workflows, allowing operators to change backgrounds on the fly while still firing their usual insert graphics.



### + TOUCHSCREENS

[SUPERCARS TOUCHSCREEN REEL](#)

Interactive Touchscreens elevate broadcasts to new heights through deeper analysis and commentary. Touchscreens offer a unique opportunity to boost engagement between presenters and viewers. When paired with camera tracking technologies, your touchscreen can begin to control augmented reality elements, bringing the interactive experience of your broadcast to a whole new level.



# 04

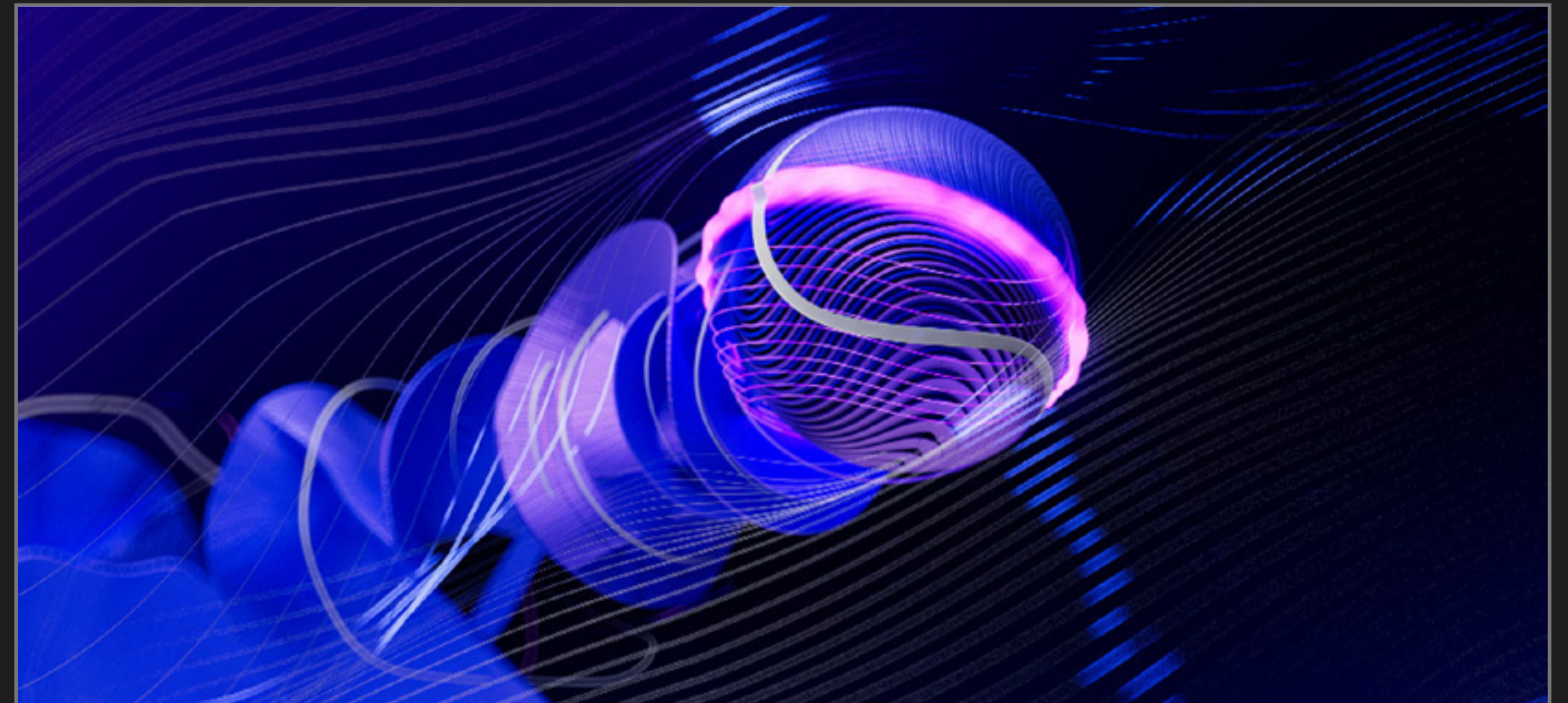
## OFFLINE SERVICES

Girraphic's Creative Services includes high-end offline rendered content. From initial concept, to animation and sound design, to final delivery - we manage the entire process.



### + BRANDING

We offer a wide range of branding and design services. By combining our creative perspective and skill set, we are able to bring our clients' ideas to life with the execution of new branding and design strategies.



### + PRE-RENDERED CONTENT

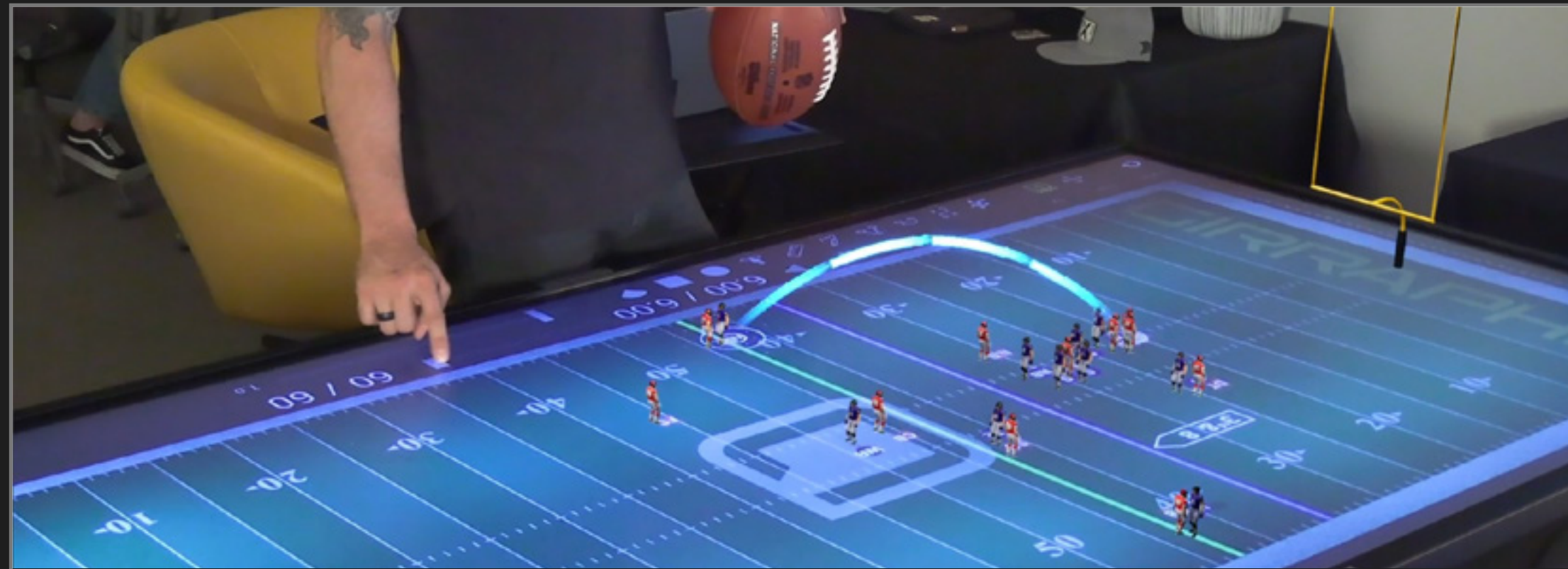
Girraphic excels in creating advanced offline rendered content. This encompasses a wide range of elements, from full opening sequences to wipes, bumpers, and offline highlights packages. We will create anything you can envision.



# 05

## GIRGRAPHIC INNOVATIONS

At Girraphic we continuously innovate with the latest technology. From a touchscreen integrated with sensors that track movement to immersive virtual sets surrounded by video walls, we are always exploring cutting-edge options to engage the audience.



### + GAMEBREAK SPORTS ANALYSIS TOOL

Using Unreal Engine, we have created a whole new way of analysing sports broadcasts. The Sports Analysis Tool utilises Unreal's replication system to create a multi-user sports analysis experience. Actions and events are synchronised, allowing multiple talents, producers, or presenters to interact with the same play, regardless of their location.



### + BUNKER

A multi-media hub, a creative technology playground, a state-of-the-art experience centre. In this space we play, experiment and innovate. Within our reactive volume, we envision a fully interactive space. It will feature full tracking coverage for both talent and moving objects. Coupled with awe-inspiring visual effects and clever graphics implementation, we will create an immersive experience like never before.



# 05

## GAMEBREAK SPORTS ANALYSIS TOOL

Gamebreak Sports Analysis was developed by Girraphic to provide a more immersive and engaging analysis of live sports coverage. It uses a unique combination of real-time interactivity, data integration, and augmented reality graphics to create a fully talent-controlled play-by-play tool. Designed, programmed, and operated entirely by Girraphic, this cutting-edge technology will change the way analysts and fans engage with sports and beyond.



 [GAMEBREAK REEL](#)



05

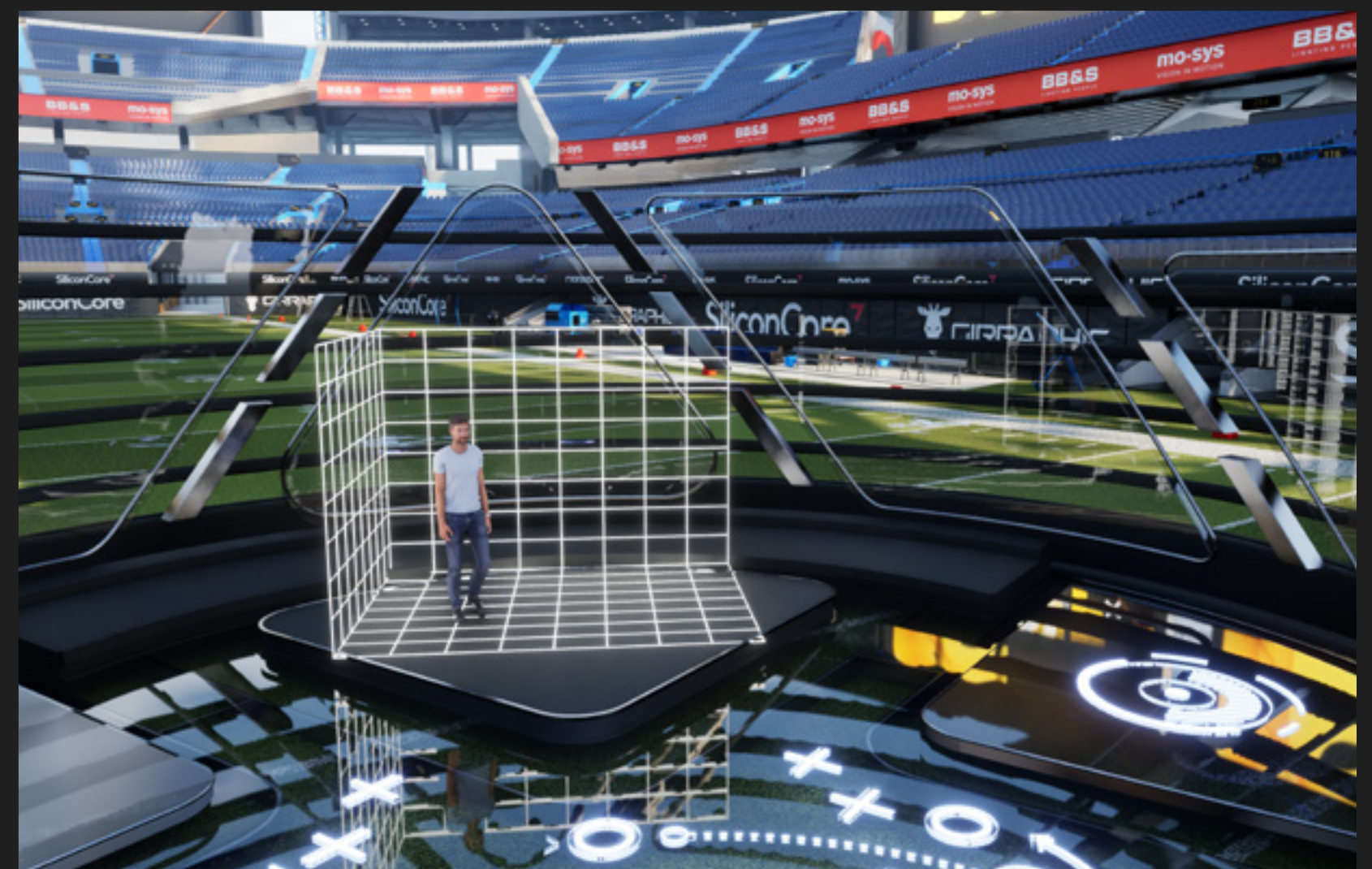
# GAMEBREAK SPORTS ANALYSIS TOOL





05

# ART DEPARTMENT VIRTUAL ENVIRONMENTS







## + VIRTUAL SET

As cinematic production continues to utilise virtual environments more often, these services are becoming invaluable. Entire scenes can be shot on a single set, without concern of travel, weather, or shipping equipment. Using Girraphic's own virtual environments - coupled with talent and props - Girraphic is able to produce live broadcast and film productions that extend the far reaches of the imagination. We are currently underway on construction of our own virtual volumes for both LED walls and green screen applications.

### VIRTUAL CAPABILITIES

EXPAND A STUDIO BEYOND PHYSICAL LIMITATIONS

CREATE MULTIPLE ENVIRONMENTS WITHIN VIRTUAL SPACE

UNLIMITED SCENE DESIGN



# 06

## SOFTWARE & APP DEVELOPMENT

Girraphic boasts a dedicated programming team focused on crafting resilient and intuitive applications tailored to your project. Our applications seamlessly handle multiple data inputs, whether they originate from minor sources or major APIs.



### + DATA INTEGRATION

From news and elections to sports stats and betting programs, real-time data integration is essential for many productions. Our tailored applications are customisable to accommodate client and operator preference. Girraphic has hands-on experience with various data streams, including APIs, XML, JSON scripts, SQL, and Web Databases, as well as data sources like STATS and ODF.



### + CUSTOM APPLICATION DEVELOPMENT

Girraphic has been providing customised control applications since 2016. Initially created to support events such as the Australian Open and Laver Cup, it has evolved to support many major events in processing large volumes of data. All buttons are reactive and state-aware, making the application powerful yet intuitive and easy to use for operators.



# 07

## HARDWARE

We partner with high-end hardware and software vendors and scour the marketplace to ensure our offerings are the best and most cutting-edge available. Additionally, we provide rental graphic kits that can be custom-made for any project, ranging from graphic playout for outdoor broadcasts to harvesting data for social media implementations.



- > CUSTOM BUILT GRAPHICS KIT
- > G-CAM
- > MOSYS STAR TRACKER
- > NCAM
- > SHOTOKU
- > STYPE KIT
- > STYPE REDSPY
- > SPIDERCAM
- > ROBYCAM



# 08

## OPERATION AND TECHNICAL SUPPORT

We are dedicated to ensuring the success of our clients at every stage of their projects, which is why we offer comprehensive technical support and training services. Through our tailored programs, we equip you with the knowledge, skills, and confidence needed to excel at every stage.

### + OPERATION AND TECHNICAL SUPPORT

VizRT is a powerful and complex tool capable of creating amazing content for your broadcasts. However, we understand that not everyone can be an expert in the field.

As part of our large-scale projects, Girraphic offers training solutions to ensure you and your team get the most out of the hardware and software available. We cover everything from basic design to technical hardware installation and more advanced graphics production. Girraphic provides you with the necessary tools and knowledge to achieve the best results with all your systems.





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YOU

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IN CONTINUOUS CREATION

