



PIERO Live for NCAA Sports

With the proliferation of content and entertainment services, it has become increasingly important to produce a differentiated experience both on television and in venues. Furthermore, increased financial challenges resulting from the requirement to compensate athletes through N-I-L (Name, Image, Likeness) heightened the need to find new sources of revenue.

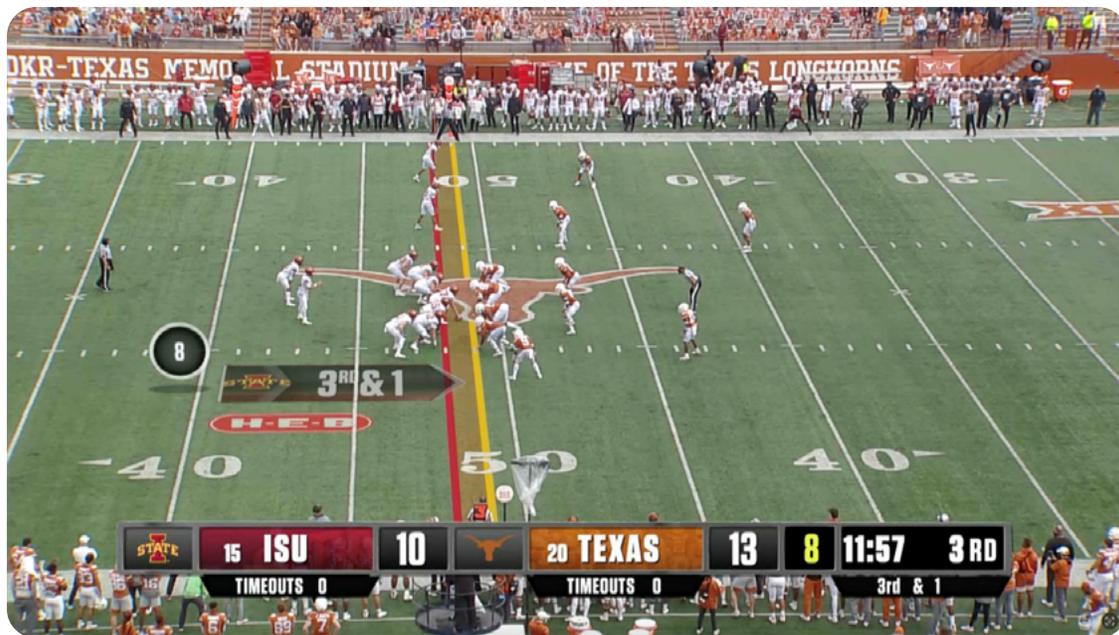
PIERO Live is a real-time graphics system that allows you to engage your audience by inserting graphics in real time on either the field or court using optical tracking only. No additional equipment or encoded cameras are required. With its intuitive interface and shallow learning curve, adding Augmented Reality (AR) partner logos to both your Big Board and Network productions is exceptionally straightforward.



Why choose PIERO Live?

Return on Investment	Maximum creativity	A trusted solution
PIERO Live pays for itself and then some, as it unlocks broader and deeper sponsorship opportunities without increasing your base costs.	With PIERO Live, you can easily customize your effects to engage your audience. With simple XPression integration, you can also leverage your existing graphics engine!	PIERO Live is already trusted by NCAA schools nationwide. With its ease of use, your student operators will be up to speed in a matter of hours.

Maximize your ROI through sponsorships



- High-impact graphics help you maximize revenue generation:
 - Down and Distance Feather
 - Play Clock
 - Red Zone
 - Crowd Prompts
 - Virtual Shot Clock
 - Pitcher’s Mound / Virtual Backstop
 - Quarter / Halftime Score & Stats Resets
 - Marching Band / Halftime Activities
 - Upcoming Schedules
- Simple and streamlined operation.
- Easy self-customization and management of graphic styles.
- Data connectivity included (e.g., scoreboards, external data sources).
- As-run logs of graphic assets for partner activation fulfillment.
- PIERO Live Currently Supported Sports
 - Football
 - Basketball
 - Baseball
 - Softball
 - Soccer
 - Tennis

Expand creativity and maximize workflow with Ross XPression



- PIERO Live integrates with the XPression real-time motion graphics system.
- Leverage your existing XPression (or other CG) templates:
 - Continue to design your own look in XPression.
 - Use XPression to render real-time, data-driven graphics.
 - Send them to PIERO via NDI.
 - PIERO maps these graphics to the field or court in 3D perspective.
- Streamlined workflow:
 - PIERO Op can control XPression playout directly on the PIERO interface.
 - Control executed by RossTalk commands sent over IP.

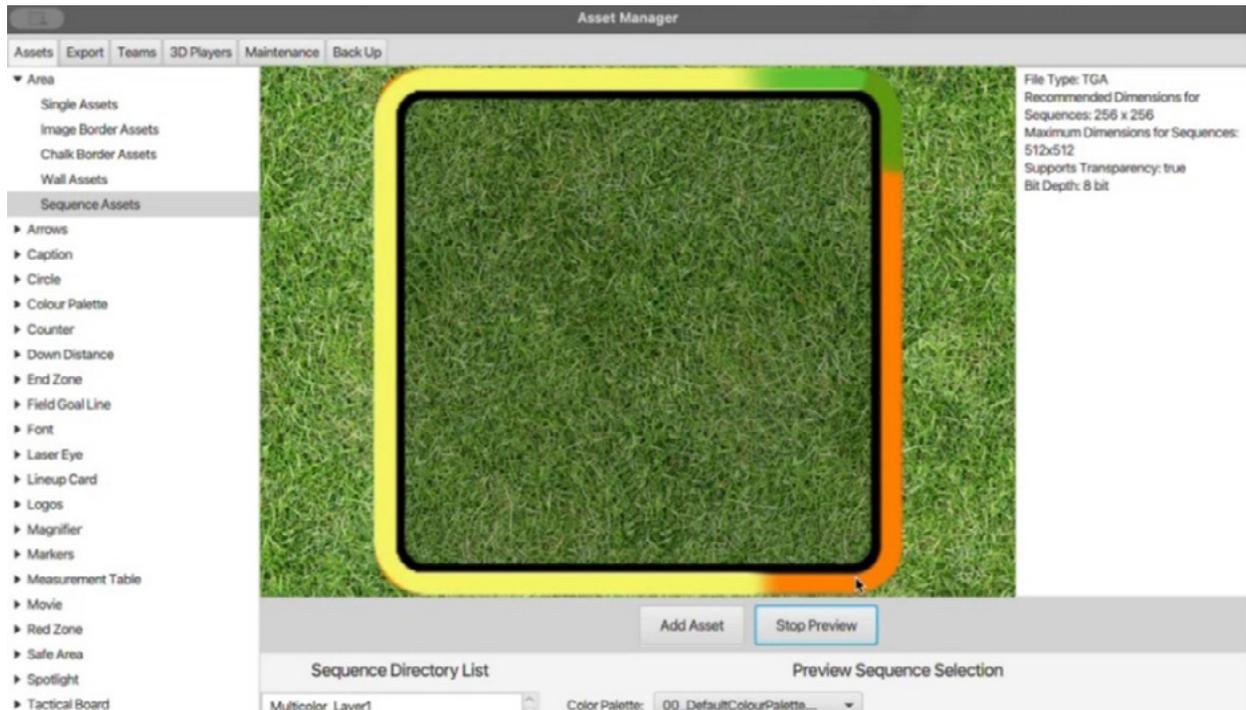
Advanced Analysis (Pre/During/Post-Produced and/or Talent Finger Telestration)



- Provide your fans with advanced tactical analysis content across your Big Board and Network productions, social media, athletics website, and more.
- Equip your production and talent with the next-generation 3D finger telestrator.
- High-quality, easily customizable effects: arrows, markers, captions, spotlights, trails, magnifiers, zooms, counters, areas, player glows, and much more.
- Data visualization options for high-impact visuals:
 - Basketball shot charts
 - Speed and acceleration
 - Distance



Asset Management and Customization



- Using PIERO’s onboard Asset Manager:
 - Empower your creative team to customize PIERO effects.
 - Import external assets and use them to build new, multi-layered effects.

A solution you can trust

- PIERO technology is used by NCAA schools nationwide, as well as by major broadcasters and sports venues worldwide.
- Technical support by phone and email is free with all Ross products, 24/7/365.

Technical specifications

Tracking	100% optical, no need for external instrumentation.
Keying	Internal (RGB)
Hardware Full specifications are available at: https://www.rossvideo.com/live-production/graphics/piero/	1RU rackmount chassis Intel® Xeon W5-2445, 10-Core processor 64GB RAM NVIDIA® RTX 4000 ADA GPU Choice of Matrox or AJA video boards Customer-provided hardware is also possible. Contact Ross Video for more details.
Operating System	Linux Ubuntu 22.04 LTS