

# Generation 2



## SERVICES

- CONTENT PROVISION

We are a second screen content provider that works seamlessly with existing broadcasting and communication networks.

- MULTI-PLATFORM STREAMING

Our live feeds can be used to augment existing TV content and distributed directly to viewers through numerous streaming platforms and devices with unparalleled interaction and control of the content.

- TURNKEY EVENT COVERAGE

We provide the equipment and staff needed to cover your event and integrate directly to your equipment in whatever formats you require.

## NEXT GENERATION LIVE-ACTION CAMERAS FOR NEXT GENERATION ATHLETES

We believe in disrupting the state of the art in everything we do. We believe in thinking laterally, seeing the world differently, and revealing the hidden opportunities therein.

The way we disrupt this status quo is by designing esthetically pleasing products that satisfy the end-users goals in simple, direct ways. Typically accepted product abilities are our starting point, not our destination.

We also happen to make great cameras.

But what really sets our live-action cameras apart from others is that we put the LIVE, in Live-Action cameras.

We are the next generation in live-action broadcasting technology. Not just a camera company, we are a full-service provider geared to professional leagues and athletes with technologies that enable fans to watch their sports heroes in action from impressive perspectives that do not exist on any other platform, and we do it LIVE.

Our generation 2 products are part of our patent-pending ecosystem of live-action cameras running on our proprietary Video Mesh Network and delivered over existing TV infrastructure as well as over our own platform offering viewers exciting new control over what they see.

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## PRO vs PROSUMER

- EXISTING STATUS QUO

Prosumer cameras with video quality targeted at sports enthusiasts at a consumer-friendly price point.

- EXISTING LIMITATIONS

No directional control of live video. Complex processing needs to be performed offline in postproduction. Limited number of cameras can be used at once. Bulk of the cameras makes them impractical.

- OUR PRODUCTS

Designed from the start to deliver professional-quality video capture of first person live-action.

- ADVANCED TECHNOLOGIES

We use the most advanced technologies including deep learning AI and our proprietary video mesh network protocol.

## NEXT GENERATION LIVE-ACTION CAMERAS FOR NEXT GENERATION ATHLETES

The current market is saturated with prosumer cameras targeted at a consumer-friendly price point. The live-action cameras in the market today were never designed for professional broadcasting. They are made to service consumer sports enthusiasts and their designs aren't focused on live professional-quality video generation.

Existing prosumer products have many shortcomings. Their guiding design philosophy is to deliver the lowest possible price point that achieves acceptable image quality in an offline, postproduction platform. The action-cameras that can stream live video use older technologies with limited capacity and no directional control over what the camera captures. As a result, the images wobble all over the place as the athlete moves, and very few cameras can be on at the same time. As a result, even these live-streaming cameras are relegated to replay footage as you never know where the camera will point at any instant and you must select your video segments in postproduction to get usable content. The bulk of these existing cameras also limits their practical usefulness.

Our design philosophy is to deliver the highest quality video and product possible.

The cameras must be able to deliver live professional-quality video and in a form factor that permits their use in multiple applications. To achieve this, we created a lineup of live-action cameras that capture spectacular first-person video suitable for professional broadcasting.

We employ the latest technologies to achieve images and capabilities that until now were impossible.

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