

## uniqFEED expands its virtual advertising solution to a range of new sports with new software release, and celebrates a move to entirely remote deployment.

**August 2022:** uniqFEED has recently launched the latest and most advanced version of its virtual advertising software solution AdApt, now ready for live deployment in tennis, table tennis, badminton, baseball, basketball, ice hockey and football.

uniqFEED, a pioneer in the industry, with its entirely software-based virtual advertising product, is currently focusing on making the product accessible to rights holders in as many different sports as possible. According to CEO Roger Hall the appetite for virtual advertising technology is on the rise across the live sports landscape.

*"We've been inundated with requests for solutions for many different sports, particularly cricket and golf recently. At the moment we're focusing hard on delivering a flawless product for the sports we currently offer as well as a developing a full solution for football including the overlay of dynamic LED boards, which will be our next big release, but it's amazing to see how the technology is catching on and the value of it is starting to hit home for rights holders."*

uniqFEED's solution is based on sophisticated computer vision and artificial intelligence-based algorithms, which eliminate the need for any additional hardware to be installed within the venue or more adaptations to be made to existing equipment.

Head of Product Management Benjamin Fabricius is particularly proud of the developments made in the technology over the past year:

*"There's so much more to it than slapping a logo into the broadcast feed." He says: "Our Visual Computing team have an interesting task – ensuring that the virtual content is indistinguishable from physical advertising. If you consider a basketball court for example, when placing virtual content onto the court surface we need to manage things like player shadows and the reflection of light on the wooden floor. These are all things we need to train the software to understand in order to render a hyper-realistic virtual image".*

The solution has now been remote-ready for several years, but only with the increased demand for remote production from clients has the team been able to test and deploy the systems off-site. The move to remote deployment ensures that costs can be kept as low as possible for clients and also provides a lighter and more sustainable solution.

### About uniqFEED

Founded in 2015, uniqFEED is a Zurich-based sports tech company that provides virtual advertising solutions for sports rights holders. Using the power of computer vision technology, and with no expensive or intrusive hardware, uniqFEED's proprietary AdApt

software allows virtual content to be inserted into a live sports broadcast feed. This allows rights holders to create new business models and revenue opportunities via multiple international broadcast feeds.

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