



The Esports Club & Fury

Redefining Esports broadcasting with XR & AR

The Esports Club (TEC) harnesses Brainstorm's InfinitySet and Aston, with FURY's expertise, to create an immersive and dynamic Esports broadcast experience using XR/AR virtual content, giving Esports the looks and quality of world-class sports broadcasting.

The Esports Club (TEC) is a platform with the sole aim of powering Esports experiences while helping grassroots community development in India and other South Asian Countries. With a commitment to enhancing viewer engagement, TEC envisioned a new way to produce Esports content, based on delivering real-time data-driven graphics and virtual content, which seems a perfect scenario to create a dynamic Esports experience that will be appealing to the audiences.

To help bring this vision to life, TEC partnered with FURY, experts in graphics, virtual production, and camera tracking. When it came to designing the virtual environment for this project, TEC needed a team that could bring creativity, precision, and flawless execution. That is exactly what FURY delivered, using their expertise in

virtual content production to create an amazing package that combined creative innovation with technical precision.

When FURY faced the challenge of combining real-time graphics based on external data and virtual content, they

quickly understood that Brainstorm was the right technology partner. The combination of FURY's creative and technical expertise and Brainstorm's cutting-edge solutions InfinitySet and Aston, allowed TEC to elevate their virtual production environment and integrate real-time XR



and AR 3D graphics into their broadcasts. This made a significant impact in achieving a high-quality, visually stunning and immersive broadcast.

TEC operates with a relatively simple yet highly effective configuration: a green screen setup with two tracked cameras, all managed through a single workstation running InfinitySet. This streamlined setup not only simplifies operations but also provides extensive flexibility in camera angles, ensuring an engaging experience for viewers.

On top of virtual sets, TEC also uses Brainstorm's Aston to generate high-

quality, data-driven graphics, animations and AR elements that enable real-time data feeds for live stats, post-match analysis, match updates and more. These included AR cards presenting the players, statistics, charts and many more. The integration between Aston and InfinitySet allows for such visually rich AR experiences, that enhance storytelling and presentation.

By combining Brainstorm's advanced technology with FURY's expertise, TEC continues to enhance the viewing experience, bringing high-quality and immersive content to fans around the world, and bringing in to esports the look and feel of a large sport broadcasting.

"We use Brainstorm's Infinity Set and Aston to deliver the most advanced virtual production environment and XR and AR graphics. The seamless integration of Aston with InfinitySet allows us to deliver real-time AR graphics, enhancing the broadcast with an immersive and dynamic viewer experience."

Sudin Dinesh
Sr. Broadcast Manager
The Esports Club

