Accelerating innovative augmented reality broadcast applications through new industrial camera design

Fact Sheet

Project Information

DBRLive

Grant agreement ID: 673682

Project website

DOI
10.3030/673682

Project closed

EC signature date
23 May 2015

Start date
1 June 2015

End date
30 April 2019

Funded under
INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)

Total cost
€ 1 725 000,00

EU contribution
€ 1 207 500,00

Coordinated by
SUPPONOR OY
Finland

Objective

The proposed business innovation project will accelerate the scaling of a unique and innovative technology platform, already proven and in early stage market adoption, developed by Supponor, a European SME with a track record of unique technology expertise and commercial potential.
The platform, DBRLive, is a software and hardware based technology system bringing together near infrared physics, advanced camera optics and integration

techniques with television broadcasters to enable the real time replacement of physical advertising signage in sports broadcasts with virtual content targeted simultaneously at multiple audiences (e.g. different regional language versions).
DBRLive is in early stage commercial use/trials with a variety of the world's leading sports – e.g. top soccer leagues in Spain, Italy and UK, and leading global ice hockey and basketball leagues.
The outcome of the project will be to simplify, miniaturise and scale a key layer of the technology solution, namely the camera used to capture real life images and provide the data required for augmented reality applications such as virtual graphics insertions.
The project would lay the groundwork for an all-in-one camera that would enable augmented reality applications. DBRLive is one such application – however, such a camera would spur a range of novel augmented reality application development within sports and other types of broadcasting / production (e.g. event TV, movies).
Customers include major camera manufacturers (e.g. Sony, Grass Valley) wishing to acquire new IP/hardware; broadcasters and production companies seeking to deploy augmented reality applications.
No such solution is currently available. Supponor's current systems are the only way of enabling such applications.
The project would provide a platform for taking Supponor's unique expertise developed over 14 years to the next level – allowing the European SME sector to be a key driver of the next generation of the broadcasting industry.

Fields of science (EuroSciVoc)

natural sciences > computer and information sciences > internet > **internet protocols**

engineering and technology > electrical engineering, electronic engineering, information engineering > electronic engineering > sensors > **optical sensors**

humanities > arts > modern and contemporary art > **cinematography**

natural sciences > physical sciences > **optics**

natural sciences > computer and information sciences > software > software applications > **simulation software**

Programme(s)

H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) MAIN PROGRAMME

H2020-EU.2.3.1. - Mainstreaming SME support, especially through a dedicated instrument

Topic(s)

ICT-37-2014 - Open Disruptive Innovation Scheme (implemented through the SME instrument)

Call for proposal

H2020-SMEInst-2014-2015

See other projects for this call

Sub call

H2020-SMEINST-2-2014

Funding Scheme

SME-2 - SME instrument phase 2

Coordinator

SUPPONOR OY

Net EU contribution

€ 1 207 500,00

Total cost

€ 1 725 000,00

Address

TEKNIIKANTIE 12
02150 ESPOO
Finland

SME

Yes

Region

Manner-Suomi > Helsinki-Uusimaa > Helsinki-Uusimaa

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

Contact the organisation

Last update: 15 August 2022

Permalink: https://cordis.europa.eu/project/id/673682