MAESTRO | AR
Produce captivating 3D virtual objects

Easily produce captivating 3D virtual objects that look like part of the actual environment. Maestro™ | AR offers a suite of augmented reality tools that enable you to add visual interest to news, game shows, financial programs, election coverage, sports events, and other productions—both indoors and out. 3D objects remain tied to their exact position—regardless of camera motion—no chroma keying required. You can even use it for product placement and substantially increase your ROI.

CREATE AND CONTROL 3D GRAPHICS

Maestro | AR comes with powerful augmented reality tools that enable you to quickly insert and control 3D virtual objects and immersive graphics in any virtual and/or conventional studio. From mapping videos onto objects and inserting virtual display screens, to superimposing animated 3D objects into a set that presenters can interact with or even product placement ads, Maestro | AR makes the seemingly impossible possible.

CREATE EYE-CATCHING GRAPHICS

Maestro | AR integrates seamlessly with Maestro | Designer to generate all graphical elements. Import 3D objects— along with their geometry, textures, and animation—from 3ds Max, Maya, and other modeling software directly into Maestro | Designer for further enhancement and for use in any Maestro | AR environment. Once an object is associated with camera tracking information, it remains tied to its position in the studio regardless of the camera's motion.

GET COMPLETE CONTROL

Once you've inserted an object into a scene, you retain full control of its scale, position, angle, and other parameters. In addition, you can load and trigger multiple scenes at the same time using the unique dynamic scene blending capabilities. You can also control and trigger standard non-tracked graphics, such as lower thirds, full frames, and tickers.

MAKE YOUR PRODUCTION POP

Want to make your broadcasts really stand out? Enable presenters to interact with inserted 3D graphics and objects. Events can be simulated in real time in the studio, making it easy to produce exciting shots. Because all inserted 3D graphics are rendered in real time, you can assure a perfect and accurate perspective of the object within your environment at all times, angles, and camera movements. As if it's really there.

ADD FULL-RES VIDEO AND ANIMATION

With support for certified "off-the-shelf" Dell servers, you can render graphics in real time to enhance your studio environment. And with Avid VideoEngine, you can use Maestro | News to manage and play video and graphics seamlessly, enabling a single operator to control an entire show.

GET A FULLY INTEGRATED WORKFLOW

Maestro | AR relies on Maestro | News and Maestro | TX controllers to manage the production process. It also seamlessly integrates with major newsroom and automation systems, including MediaCentral®, iNEWS®, ENPS, OCTOPUS, Dalet, and Control Air.

INTEGRATE WITH TRACKING SYSTEMS

Maestro | AR uniquely integrates with a variety of third-party camera tracking technology solutions. Choose a system that meets your production needs and budget, including Camera Robotics heads, opto-mechanical sensors (sensor heads/pedestals), and sensorized cranes.

FOR MORE INFORMATION, VISIT
avid.com/maestro