



Chroma Tools: AI-enhanced Storytelling for Motor Racing Sports

Event Type

Real-Time Live!

Interest Areas

Gaming & Interactive New Technologies

Description

Typically, TV producers of motor-racing programs manually overlay visuals to provide on-screen context, such as a driver's name, position, or photo. Chroma Tools, deployed on live Formula E broadcast, automates these tasks and enables dynamic overlays that track the racers as they appear on the screen in strict real time.

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