

TeleClix™ LiveLink system

A new product for attractive applications

The **LiveLink system** is the worldwide first and unique system that **links** moving objects or persons and context information, also in live-broadcastings, **synchronously** together.

Sport events, games and **talk shows** are just a few examples of possible iTV applications. The **LiveLink system** delivers added value to TV viewers, TV broadcast stations and TV producers. The latter can **differentiate** themselves from similar programmes, and thereby avoid the current pressure of the sector. The **TV broadcast station** benefits from higher television ratings and **stronger** customer loyalty.

Product placement is another possible application. Through the decreasing effect of the classical advertisement, this form becomes more and more important. The **LiveLink system** can for example be integrated into an action movie. The TV viewer can receive more information about the displayed car via the **remote control**. This results in an obtained higher attention for the car producer and **additional** advertisement incomes for the TV



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broadcast station.

The **LiveLink system** consists of a variety of components that can be adjusted to the particular usage site of the TV studio.

A novel **object tracking system** makes this functionality possible.



Small infrared transmitters, the so-called **LiveLinks**, can be attached for example at a guest of a talk show. An infrared camera, the so-called **LiveCam**, detects the synchronous positions of the LiveLinks.

The heart of the LiveLink system is the **LiveStation**. It is responsible for the **co-ordination** of the data generated by the LiveLink and the LiveCam as well as for the broadcasting of that data.

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