

SOBEY

Sobey Meta.Lux Virtual Studio & Live Streaming

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CHENGDU SOBEY DIGITAL TECHNOLOGY CO., LTD.

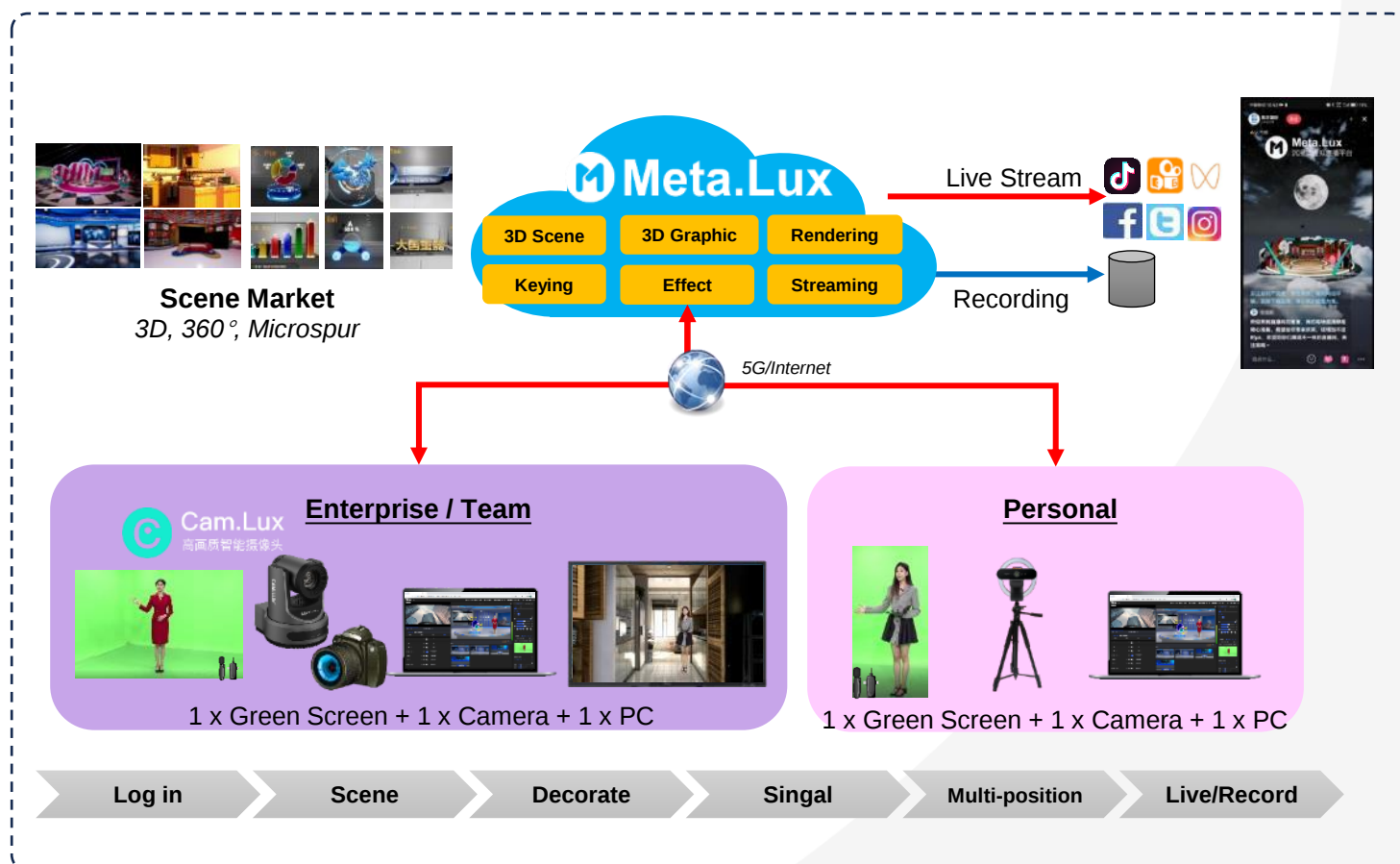
www.sobey.com

Meta.Lux Virtual Studio and Live Production

Product Overview

Meta.LUX is a lightweight, professional-grade, immersive 3D real-time virtual studio and live broadcast product. Utilizing extended reality technology, it enables high-quality, cinematic-grade, and stunning true 3D video capture and live broadcast through a web browser. It integrates scene templates, real-time keying, 3D graphics, animation effects, multi-angle camera positions, professional camera movement, real-time cloud rendering, high-definition recording and live broadcast, and asset management.

The device is simple, ready to use, and easy to operate. It supports both cloud SaaS and local rendering modes. It helps users achieve ultra-high-quality virtual video shooting and live broadcast effects anytime and anywhere, effectively solving the pain points of real-scene shooting such as high cost, complex system and simple effect. It is widely used in virtual broadcasting, financial broadcasting, the National People's Congress and the Chinese People's Political Consultative Conference, large-scale events, party building propaganda, online summits, live streaming, online education, product launches, virtual exhibition halls, short video creation and other fields, empowering integrated media, enterprise digitalization and brand marketing through visual presentation.



Product Advantages

Lightweight

- Flexible stand-alone version selection
- SaaS service is ready to use
- Simple device selection, stunning effects

Professional

- UHD and Full HD virtual production
- UE5 Unreal Engine, high-precision dynamic rendering
- Supports trackless and tracked video

Multiple Templates

- 300 templates, with increasing availability
- Compatible with landscape and portrait modes, and large and small screens
- 3D charts, AR components, and special effects

Easy to Use

- Web-based, minimalist user interface
- Cross-platform, controllable on computers and mobile phones
- Soft color key, hairline-level one-click keying

Product Features

Cloud Scene Market



- Supports templates for 3D virtual scenes, 360-degree panoramic videos, macro videos, and more;
- Provides hundreds of genres including news, finance, cartoons, science fiction, etc. to meet various applications;
- Supports multiple formats, including landscape and portrait modes, as well as scene customization and custom import;
- Provides a public scene library containing hundreds of scenes, AR components, and animation effects;

Rich Content Presentation



- Supports logos, virtual large screens, picture-in-picture, background music, and more;
- Rich 3D charts: pie, column, line, map, and more, supporting data import;
- Built-in virtual mixer with mixing output;
- Supports real people, 2D and 3D digital humans, and lightweight motion capture drivers;
- Supports application modes such as matte painting, virtual-reality integration, and AR foreground;

Stunning, realistic, cinematic-grade immersive experience



- Hair-tight, high-precision chroma keying and color grading for a deep fusion of characters and scenes;
- Real-time lighting and shadow effects, seamlessly blending the real and the virtual for a truly immersive experience;
- Multi-camera and multi-angle support, including camera movement, hard cuts, variable speeds, and automatic broadcast control;
- Customized camera movement: panorama, close-up, mid-shot, long shot, front-to-back, side view, and close-up;
- Support for remote co-location, guest livestreaming, sit-down broadcasts, stand-up broadcasts, and interviews;
- Supports FreeD camera track tracking, seamless switching between physical and virtual jibs;

Simple, easy-to-use web interface



NVI



- Full web control, support for Windows, MacOS, and mobile broadcast control;
- Support for multiple signals, including cameras and green screen video;
- SDI, NVI, SRT, NDI, RTMP and other access options;
- Support for host mirroring and web prompter
- Support for recording and downloading, and 5-channel live streaming;
- Compatible with both landscape and portrait modes, including integration with Douyin and Kuaishou Live Streaming Companions;



Application Scenarios



Virtual Studio



Entertainment Live



Video Creation



Live delivery



Enterprise studio



New products introduction



Industry Summit



Brand all-in-one service



Panoramic tour



Virtual collections



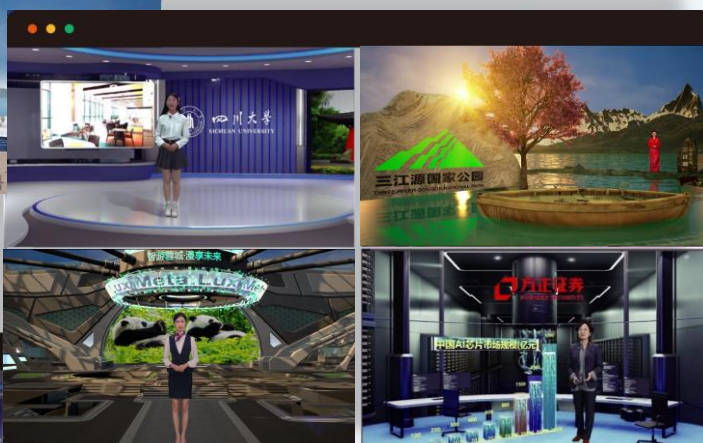
Typical Cases



Virtual Studio



Brand & Marketing



Education & Events



Mobile/YouTube/TikTok

Products

Multiple Versions to Meet Different Customer Groups and Markets

	Ultimate Edition	Professional Edition	Lite version
			
SDI	4K (1 input, 1 output) HD (4 inputs, 4 outputs)	Not Supported	Not Supported
NVI,NDI,SRT,RTMP	4K	4K	HD
Free Scenes	300 Sets	300 Sets	200 Sets
Interactive Connections	Optional	Optional	Not Supported
Delayed Playback	Supported	Supported	Not Supported
Physical Tracking	Optional	Not Supported	Not Supported
Lightweight Mocap	Optional	Optional	Optional