

StarController







Sports content marketing can be an exhilarating and rewarding experience. Just remember, fans don't see themselves as consumers. They're part of the team and therefore will demonstrate incredible loyalty and support. **Providing quality content leads to boosted fan engagement, more fans, stronger brands, better sponsorship deals, and increased revenue.**

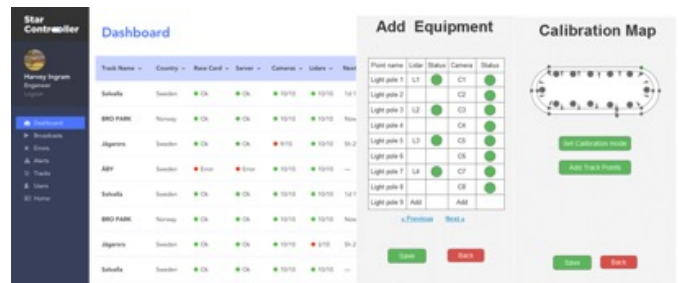
After conquering the music & entertainment industries, the giants of Silicon Valley (including Apple, Amazon, Facebook, Twitter) are now turning their attention towards the TV & video streaming sector. This sector is expected to generate USD 86bn worth of revenue by 2026, growing with a 14.3% CAGR, and sports media is a big part of this growth.

iReality has developed the patented StarController platform, which makes it easy to consolidate diverse data and synchronise data from many sensors. This in turn makes possible the creation of next generation, highly interactive, big-data powered applications for all sectors that rely on the reliable tracking of motion.

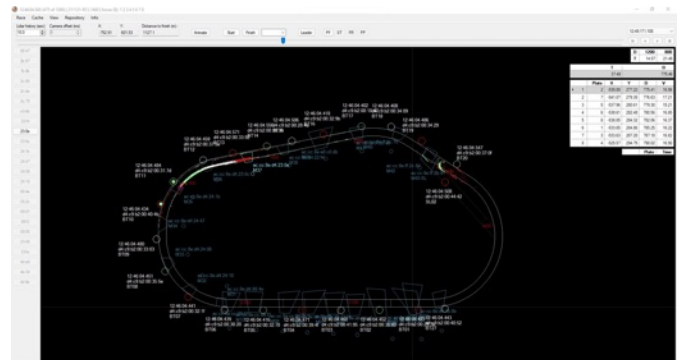
StarController in a nutshell:
Collect, synchronize, enhance and visualise data from a variety of sources.

-  **Collect** data from many sources.
-  **Synchronise** data streams.
-  **Enhance** data quality.
-  **Visualise** enriched data.

To learn more, [request the full white paper from iReality](#) at info@ireality.se.



Manage complex sensor installations.



Analyse real-time motion data from LiDAR sensors.

Summary of whitepaper:

- iReality's StarController platform synchronises & combines diverse data for **digital applications of the future**, in all sectors.
- StarController generates **next generation sporting experiences** for the world of horse racing at Bro Park Racetrack.
- StarController is **sensor independent and finally includes patented support for LiDAR sensors** following a 5-year LiDAR R&D project.