



# Transforming stadiums into immersive entertainment venues

Disguise enables the world's most ambitious venues to deliver unforgettable real-time experiences across every surface and every event, with broadcast-grade reliability and world-class creative and technical services.

We combine real-time graphics, content playback, live control and fan interactivity into a single, scalable platform, empowering the world's most ambitious venues to captivate audiences and drive continuous ROI.

*"We previously worked with Disguise on an interactive LED court at the NBA's All Star Weekend in 2024, as well as other events. Following the huge success of these activations, we hope to unify venue AV across more LED floors, banners, jumbotrons, lights and sound so they can be driven from a single system in the future."*

**Christof Babinsky**

**CEO**

ASB GlassFloor

# An end-to-end solution for the stadiums of the future



## Bring the game to life with data-driven graphics

Enjoy full confidence in high-pressure live environments with real-time data integration. Disguise connects live game data to real-time engines to drive player stats, game clock data, dynamic leaderboards and fan input devices.

## Master every pixel, on every surface

Power seamless, real-time visuals across LED, projection, and hybrid systems of any size and configuration. Our proven scalability with extreme surfaces allows you to control complex, multi-surface installations with ease.

## One powerful, unified workflow

We empower teams with full creative control from previz to delivery, in one unified workflow. Preview and adapt content on the fly and trigger content layers independently for playback.

## Always-on hardware reliability

Uninterrupted experiences are guaranteed with smart hardware redundancy and automatic failover, based on our 20-year legacy powering the biggest live shows with no margin for error.

## Increase sponsorship sales enablement

Impress your corporate sponsors with premium branding opportunities to display commercial content throughout your venue, boosting sales revenue.

## Unlock year-round wow factor for your venue

Maximise your space's event revenue by supporting third-party event opportunities outside of your games, with technology infrastructure built to seamlessly shift between sports, concerts, activations and special events.



## Your next-gen stadium toolkit

### Software

Design, visualise, sequence and control your content for any experience with Designer, the backbone of immersive entertainment for over 20 years. Schedule and cue playlists with Porta, our templated graphics control system, a graphics control system for flexible show control.

### Hardware

Our trusted media servers remove the risk from live experiences, ensuring you can deliver your vision with confidence.

### Services

Partnering with you every step of the way, from initial design to full implementation, our technical and creative services provide seamless, tailored solutions for every project.

### Support

Our unbeatable support packages, with global service centres and 24/7 care, ensure your production will always run without a hitch.