

Elevating Cricket *watching* Experience

Augmented Reality (AR)

Virtual Reality (VR)

Consumer Experience (CX)

Opportunity

Revisiting the favorite parts of the game.

Designing interfaces for both stadium goers as well as home watchers

RUSH: POV of the game from the perspective of your favorite player, or of them!



Enhanced audio and video of the stadium

Shared emotional experiences and conversations within the UX

The togetherness of the game and friends distant, the friends box.

The game at a different angle

Features

Audio

Surround audio of the game as well as the audience.

Personalized audio access from different parts of the stadium

Audio rooms with friends for chat and discussion

Visual

Birds eye, public view, honestly any angle of the game from the stadium

Enhanced player information portal, exclusive player information analytics.

Virtually connecting with friends in stadium or homes.

Socialize

Communication within friends

Discussions and making new connection over the game

Content creation and player brand building

Features



Interact

Decision making with the umpire

Epic moments replay

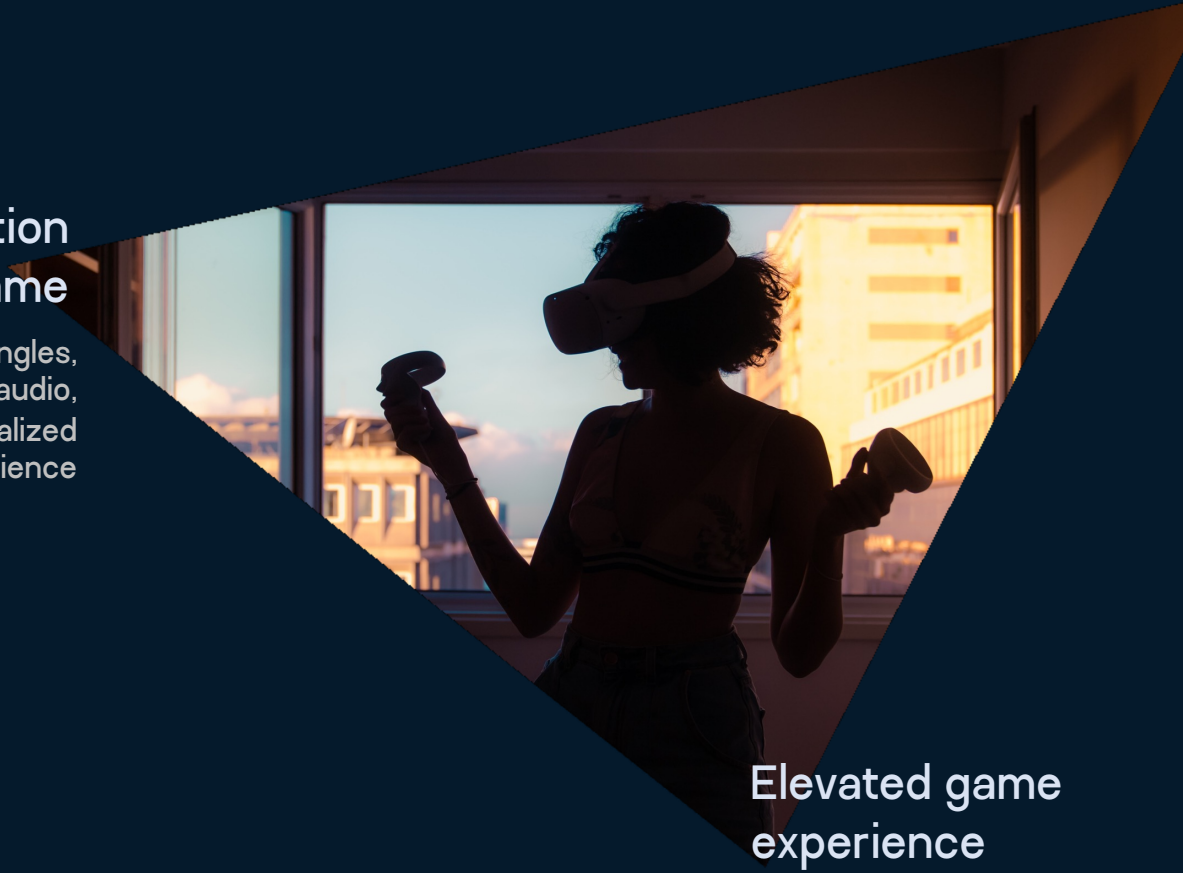
RUSH: Chat rooms at different parts of the game, within the stadium, or audience



Usecases

Democratization of the game

Personalized angles,
personified audio,
personalized
experience



Socialization

Bubbles of group chats
and audio rooms for
special experience.

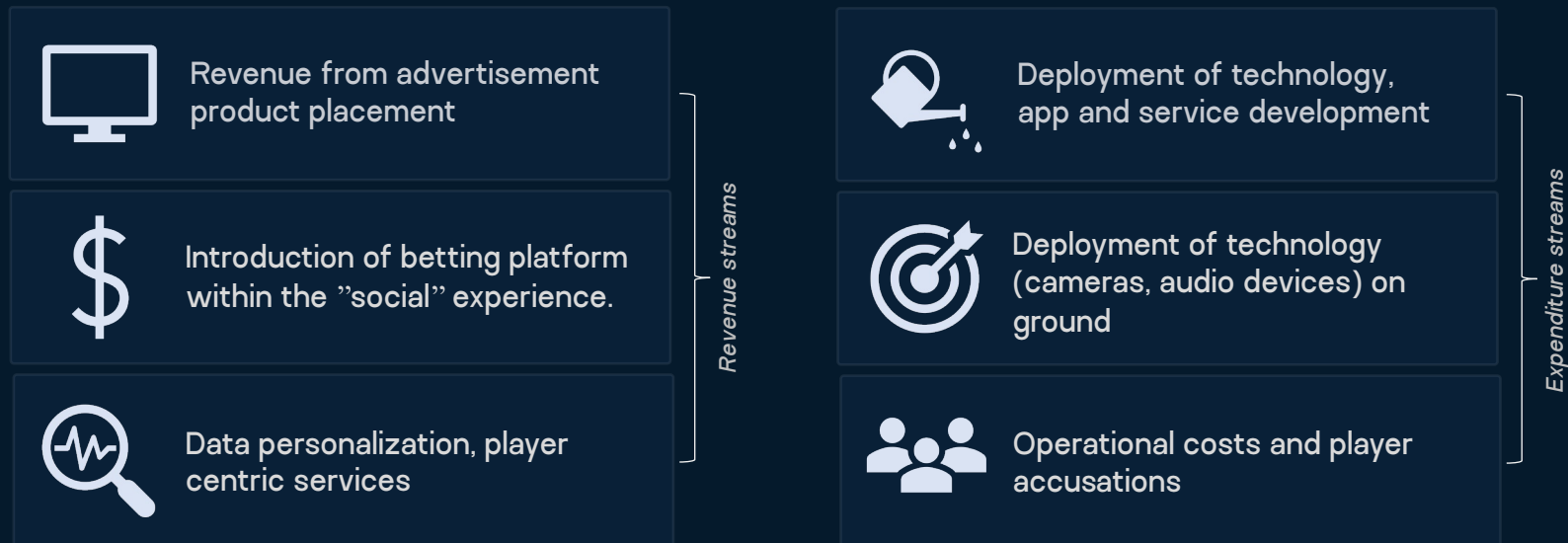
Elevated game
experience

Diagrams



***Visuals for football games to be deployed for cricket*

Business Logic



Technology Used



Programming
language



XR Development
tool



UX development



Android
development tool



ML and Image
processing



3D image

Cost Of Implementation

	Deployment of technology, app and service development		Deployment of technology (cameras, audio devices) on ground
	Operational costs and player accusations		
Technology Development		Technology Deployment	
75,000 USD		70,000 USD	
Total		145,000 USD	

Thankyou