

January 30, 2020

FOR IMMEDIATE RELEASE



Contact: Amber Long
amber.long@cast-soft.com

CAST Group unveils broadcast solutions at ISE 2020

Toronto, ON. CANADA, January 30, 2020 – [CAST Group](#) is in Amsterdam for Integrated Systems Europe, [ISE 2020](#), from February 11-14, 2020 at the RAI Amsterdam Convention Center. Look for us at [Booth 3-C125](#) for an interactive and informative new demo, including the exciting launch of our new augmented reality product designed for broadcast, HELIOS, which will be sure to take the industry by storm.

The daily demos presented by CAST Group will showcase various BlackTrax applications for Live Entertainment and Broadcast. These include lighting, media and virtual lighting, spatial audio, interactive games, talent-tracking and augmented reality powered by CONVRG, BlackTrax's broadcast-control environment and HELIOS, our new camera-tracking beacon. Mounted directly on the camera, HELIOS tracks and provides a synchronized data stream to broadcast systems and media servers, enabling real-time virtual and augmented reality graphics in any production.

For ISE 2020, we have joined forces with partners for a Live Entertainment show designed by [MEPTIK](#), as well as a Broadcast & XR demo programmed and supported by [White Light Ltd](#). Come see BlackTrax as the driving force behind our performances, feeding tracking data to all the most important components of the show.

Our integrations at ISE will feature technologies from various partners, including [Luminex](#) for Lighting applications, Interactive Media supported by [disguise](#) and [Notch](#), Virtual Lighting by [disguise](#) and [Panasonic](#), and Spatial Audio with [SPAT Revolution](#) and [Adamson Systems](#).

For our Broadcast and XR demo, BlackTrax and CONVRG will be powering the new and cutting-edge Panasonic 8K ROI camera, capable of simultaneously streaming four HD crops from one 8K footage source. [disguise](#) and [Notch](#) will be running XR content for the SmartStage demo in the capable hands of White Light Ltd.

Do you want to attend ISE 2020?

We invite you to [register for free](#) with the Invitation Code 417178. Take advantage of our onsite BlackTrax and wysiwyg experts by booking a meeting or requesting a demo at our [Bookings page](#).

Be the first to learn about our new product, HELIOS, not to mention all the other top secret things that will be happening at CAST Group: Attend our [ISE Press Event](#) on Wednesday, February 12 at 11:30am at the CAST Group booth, 3-C125. Attendance is by pre-registration only, so make sure to send your RSVP to Sandra Lau at sandra@cast-soft.com.

Integrated Systems Europe is the world's largest exhibition for AV and systems integration. ISE 2020 promises to be the most compelling yet, and with the biggest conference programme ever. At ISE 2020, you'll be making deeper connections, face to face with the newest technologies and latest ideas in the global AV industry.

Read more: <https://cast-soft.com/ise2020>

More About CAST Group of Companies Inc.

Established in 1994, Toronto Canadian-based software and hardware developer, CAST Software is a member of the CAST Group of Companies Inc. CAST Software serves its core markets in entertainment production, special events and meetings.

CAST's award-winning flagship software products are **wysiwyg – Lighting Design and Previsualization Suite**, **Vivien – Event Designer** and the new Real-Time Tracking technology, **BlackTrax**.

All products are designed and created in-house and supported by an established global distribution and re-seller network.