Title (en)
SYSTEM AND METHOD FOR INSERTING STATIC AND DYNAMIC IMAGES INTO A LIVE VIDEO BROADCAST

Title (de)
VERFAHREN UND VORRICHTUNG ZUM EINFÜGEN VON DYNAMISCHEN UND STATISCHEN BILDERN IN EINER ECHTZEITVIDEOÜBERTRAGUNG

Title (fr)
SYSTEME ET PROCEDE D'INSERTION D'IMAGES DYNAMIQUES ET STATIQUES DANS UNE EMISSION VIDEO EN DIRECT

Publication
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Application
EP 96921559 A 19960612

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Abstract (en)
[origin: WO9700581A1] A live video insertion system efficiently places static (186) or dynamic images into a live broadcast. The system initially identifies natural landmarks within the video scene that can be automatically identified and tracked as the field of view of the camera pans and zooms across the scene. The locations of the landmarks are mathematically modeled and stored as a constellation of locations on a mathematical grid. An arbitrary reference point, preferably not necessarily coincident with a selected natural landmark, is located within or without the grid and used as an origin for the purpose of inserting the static (186) or dynamic image within the field of view of the camera. For static images, it is frequently desirable to place an edge or border of the image to be inserted on the reference point. For dynamic insertions, the distance between the reference point and the inserted dynamic image is automatically changed from frame to frame in order to make the image appear as though it's translating or changing, or both.

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