



BLUE KART

YOUR AUTOMATED PERSONALIZED
VIDEO GENERATION SYSTEM
FOR EACH DRIVER

**Unique in the
karting world**

Patented system



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Blue Kart is an innovative video system for karting circuits, which can record and produce personalized videos automatically for each driver during their races.



INSTALLATION OF SMART CAMERAS

We ensure that cameras are installed at the best points in the circuit, resulting in a final video product consisting of the most spectacular takes.



FULLY AUTOMATED VIDEO PRODUCTION

The takes captured by all the cameras are processed automatically, generating a personalized video immediately after the race.



VIDEO DISTRIBUTION

Thanks to integration with the main karting circuit management systems, the driver can receive their video via email, SMS or directly from the circuit app.

A NEW WAY OF ENJOYING THE RACE

Improve your customers' racing experience in 5 simple steps:

1. THE DRIVERS BUY THEIR TICKETS FOR THE RACE



2. DURING THE RACE, THE SYSTEM TRACKS EACH DRIVER USING ARTIFICIAL INTELLIGENCE



4. THE DRIVER RECEIVES THEIR VIDEO



3. THE VIDEO IS GENERATED AUTOMATICALLY UPON FINISHING THE RACE



5. THE VIDEO CAN BE SHARED ON SOCIAL MEDIA



● **BLUE KART, NOTHING BUT ADVANTAGES**



It can be integrated with any circuit management system, so that the video is personalized with each driver's information.

Final videos adapted to every karting circuit, since editing is customized for each one.

It incorporates state-of-the-art technology:

- Artificial Intelligence
- Image Analysis
- Cloud Computing Artificial



CROSS SELLING

It broadens and improves the range of karting product options and increases average customer expenditure.



DIFFUSION

The video can be shared by customers on social media, increasing exposure for the karting circuit.



PROFITABILITY

The system generates revenue from day one and allows for short pay-back times.



AUTOMATED AND IMMEDIATE

Everything is done without human intervention and no additional installation of devices is required.

Furthermore, the videos are available immediately after the race is finished.



HD CONTENT

Videos are generated with high definition imaging thanks to our high-end Blue Quality cameras.



SUPPORT

Our support service will ensure the operability of the system and resolve any queries.

