

IMMERSIATV

OBJECTIVES



OBJ1.

Create a new cinematographic language where the specificities of immersive displays are taken into account, and which conciliates immersive paradigms with traditional storytelling techniques.



OBJ2.

Extend the production pipeline to create omnidirectional content for a multi-platform environment.



OBJ3.

Re-design the distribution chain to address the specific technical challenges that omnidirectional content imposes in terms of capture, compression, distribution, reception, and rendering.



OBJ4.

Maximize the quality of the end-user experience, across devices, and within the technical limitations of existing production structures, distribution facilities and reception devices to create an optimal immersive experience.



OBJ5.

Maximize the impact of the ImmersiaTV solutions within the ecosystem of content creators, broadcasters, and consumers.

WE WILL ACHIEVE THESE GOALS THROUGH THE FOLLOWING MILESTONES:

1

Create omnidirectional videos for immersive displays which also integrate traditional broadcast videos and interactivity, both for offline and for live productions.

2

Deliver an experience that is synchronized across immersive displays, tablets and traditional TV.

3

Re-design all the production, distribution and delivery chain to allow the synchronised production and delivery of content through all devices.

4

Demonstrate our approach in 3 pilots.



To achieve these objectives, ImmersiaTV has assembled a unique combination of content creators (Lightbox), broadcasters (VRT), tooling specialists (Video-Stitch, Cinegy), and research centers covering the whole production chain, from capture (iMinds), encoding (EPFL, iMinds) and delivery (i2CAT, PSNC).

@immersiatv

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