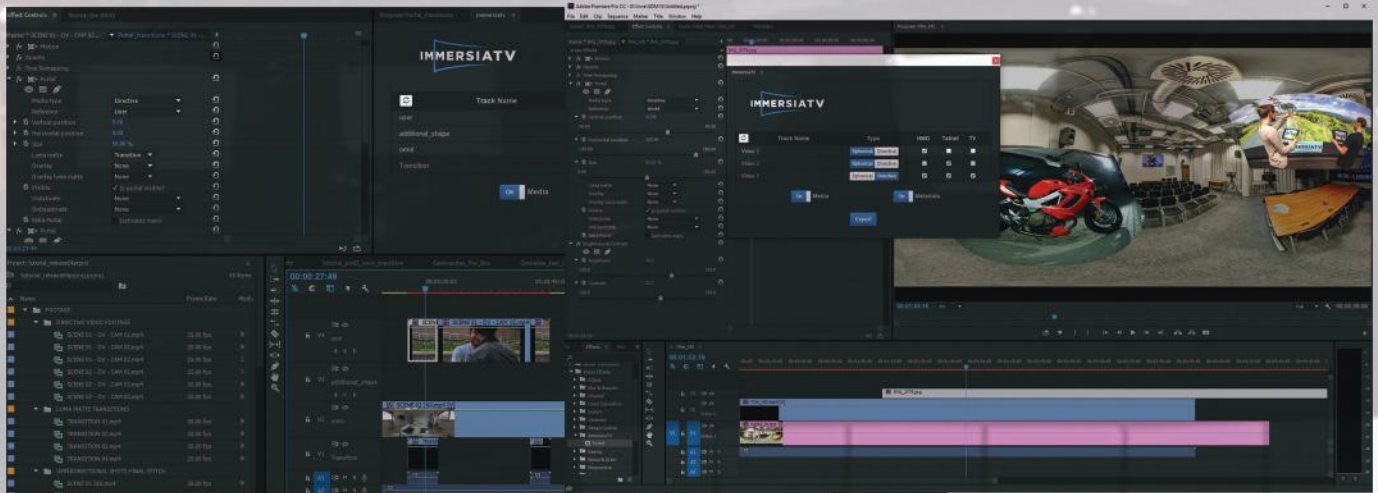




THE MULTI-DIRECTIONAL, MULTI-DEVICE BROADCASTING EXPERIENCE



PROJECT WORKFLOW

CAPTURE → **PRODUCTION** → ENCODING → DISTRIBUTION → DISPLAY

Key innovative features in ImmersiaTV - Production component:

- Combine immersive experiences with traditional content and introduce elements of interaction
- Bring the live production experience to omnidirectional content
- Simultaneous off-line and live production for different devices
- Simple controls with complex reactions

ImmersiaTV offers two sets of tools for the production of omnidirectional content. Firstly, the offline production tools simplify omnidirectional video editing and post-production. These applications enable synchronization and combination of both immersive and traditional video clips into a single production pipeline in Adobe Premiere Pro, simply creating transition portals from an omnidirectional scene to directed videos. Secondly, a set of live production tools bring this new storytelling format to live events broadcasting in an easy and intuitive way. Through the visual representation of live omnidirectional sources combined with traditional video feeds, a Live Operator is able to initiate complex and appealing transitions and cuts. Moreover, the complete scene can be re-defined or extended from the same UI when necessary, allowing last minute adjustments.



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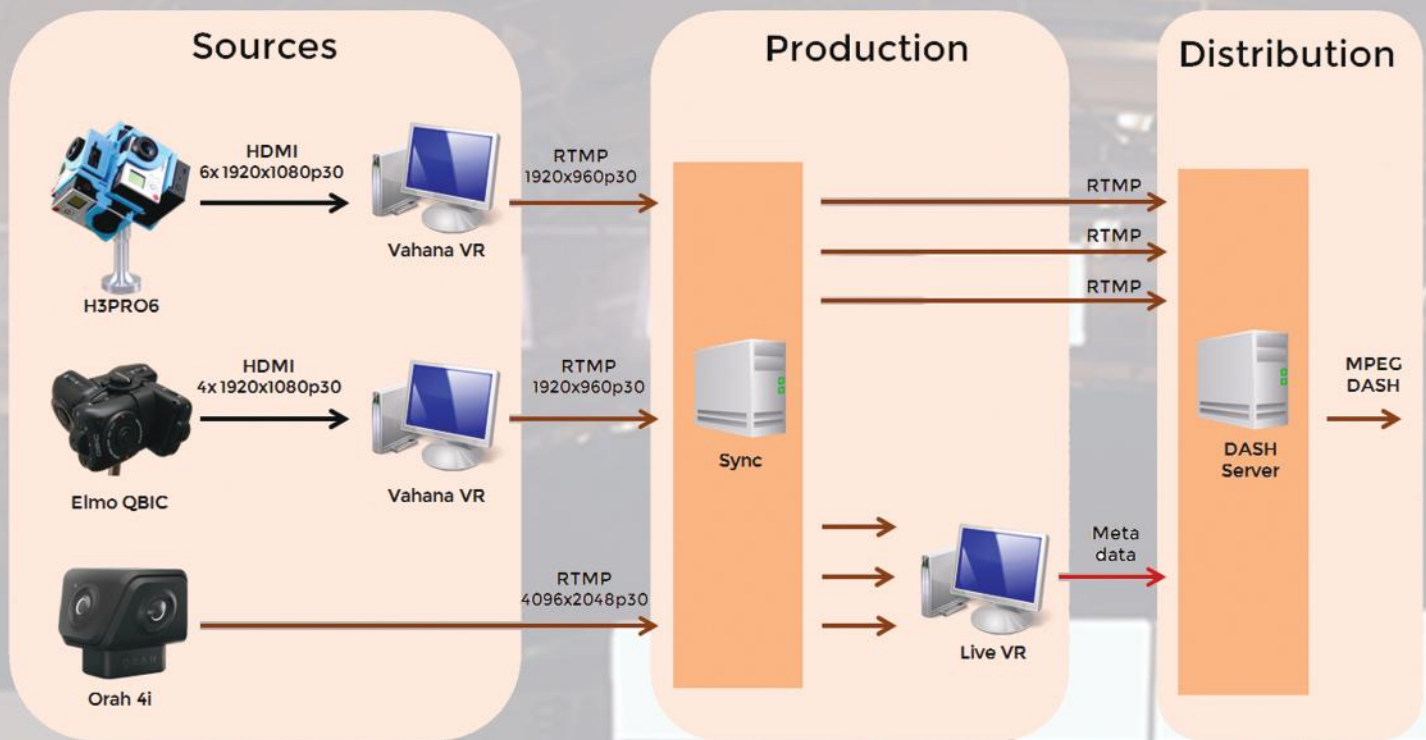
GRANT NUMBER 688619

PERIOD 1/2016-6/2018

BUDGET 3.8M€

FUNDING ORGANISM H2020 (EC)

PRODUCTION DIAGRAM



INSIGHTS

The ImmersiaTV integrated workflow requires the development of a set of tools to enable new forms of immersive storytelling. Our offline production tools consist of a set of Adobe Premiere Pro plugins that provide an interface to define scenes for immersive and directive video displayed in multiple devices. With this approach it is possible to define different content timelines for different devices, synchronize and set relations between them, thereby mixing immersive and non-immersive footage into an appealing end user experience. The editor can introduce elements of interactivity with the portal effect, allowing viewers to influence the content shown. The final project is straightforwardly exported to be directly delivered to the multi-platform audience devices.

The Live Production scenario consists of several stages. First the video from camera rigs is stitched in real-time using Vahana VR. The stitched streams from different cameras go into the Sync unit, synchronizing between cameras. The synced streams are presented to the Live VR operator and pre-defined scripts are activated to modify the VR scene and change the visual experience for the user. The final rendering of the programme is done on the customer side and depends on the device used.

The Live VR user interface is customizable and allows live composition of the visual experience for different devices. In order to reduce the operational complexity, the pre-defined sets of actions will be available for selection via single click or tap on touch devices. Additionally certain options to modify existing actions (changing the portal position, defining its shape, etc) are available to the operator in order to adapt to changing conditions.