

Brainstorm at NAB 2017



Brainstorm will be present at NAB 2017 and featuring the latest versions of its renowned product line of virtual sets and motion graphics solutions, as well as showcasing several industry-first technologies.

Virtual Sets, Motion Graphics and Augmented Reality

At NAB 2017 Brainstorm will further enhance its **InfinitySet** virtual set solution with **advanced graphics features**. InfinitySet not only seamlessly integrates Aston projects, but now also includes graphics features of Aston so it can now edit, manage and create **2D/3D motion graphics** from scratch. Thanks to the **TrackFree™** technology and its **TeleTransporter** feature, InfinitySet can interchangeably use real, live or pre-recorded footage as the background set for the chroma keyed talent. This functionality permits a remote talent to become a virtual traveller and be teletransported to any location at any time, and seamlessly interact with real and virtual elements. This interaction is made possible due to the unique **3D Presenter** feature which transforms the talent into a full 3D object which is then able to integrate within the 3D environment as well as an AR world.

Virtual sets traditionally allowed for the inclusion of the talent into a virtual scene. Brainstorm has now taken this technology to the next level thanks to the new **VirtualGate** feature, which integrates **the presenter** not only in the virtual set but also **inside additional content** within it. Yet another development of the TrackFree™ technology, VirtualGate allows the talent in the virtual world to be teletransported to any video with full broadcast continuity.

At NAB 2017 Brainstorm will also launch **VideoCAVE**, a **Mixed Reality application** using monitors in a real set performing as a CAVE multiple window, with virtual elements coming in from the virtual windows to the real scene as viewed from a tracked

broadcast camera. Brainstorm has 15 years of experience in successfully developing and installing such systems, and with the latest TrackFree™ based technology it provides real-time insertion of Augmented Reality elements in the final scene from the viewpoint of the broadcast camera.

Support for Oculus Rift and 3rd Party render engines

Brainstorm will announce support for **Mixed Reality hardware such as Oculus Rift**, and by supporting this new approach to **immersive technologies**, Brainstorm will be instrumental in changing the game on how content is viewed at home.

In addition, Brainstorm will demonstrate at NAB its **support for 3rd party render engines**, with special interest in gaming and architectural engines such as **Unreal Engine**. These highly complex engines provide very photorealistic scenes. When integrated with the Brainstorm eStudio render engine, the highly regarded and core render engine within all of the company's products, this allows InfinitySet not only to show excellently rendered and realistic background scenes, but also to **integrate graphics elements in the final scene**, such as 3D motion graphics, lower-thirds, tickers, CG and many other elements.

VisualMedia

Brainstorm and never.no will announce a joint solution to provide **real-time 3D graphics visualization based on social media feeds** and **second screen data**, one of the results of both companies' partnership in 'Project **VisualMedia**' developed from the Europe 2020 Horizon platform. InfinitySet and Aston can take full advantage of **VisualMedia** which allows for **real-time representation of structured social media information** by means of data-driven 3D motion graphics.

Template-based solutions

Brainstorm has developed a range of **template-based solutions** all built on its industry leading eStudio render engine and which ensures pristine render quality and real-time performance for any kind of 3D graphics and virtual set templates.

At NAB 2017 Brainstorm will release **SmartSet** which is a template-based playout solution designed for small and local TV stations, and which provides advanced Virtual Set and Augmented Reality applications without the need to create the sets themselves. Brainstorm's template solutions play out content to air which has been created by using **pre-defined or purpose-built templates** designed on Brainstorm applications. Depending on the complexity, sophistication and flexibility of the template, this in turn dictates how 'smart' the set can be.

Integration with 3rd party hardware

Brainstorm will demonstrate integration with 3rd party hardware such as the **FOR-A**, **NewTek** and **Blackmagic** studio switchers. Brainstorm and FOR-A enjoy a **long and successful relationship** which has resulted in the creation of a number of products and

OEM solutions for the benefit of the customers of both companies. With NewTek, Brainstorm is supporting **software-driven IP workflows using NewTek's Network Device Interface (NDI™)**. Brainstorm integrates NDI into its renowned Infinity Set family of products to be recognizable as a source by other NDI-enabled applications and devices connected to a standard Ethernet local area network. And with Blackmagic, Brainstorm expects to build an **integrated configuration** to present a best-of-breed production switcher based solution.