

InfinitySet 3 brings photorealism NAB

Brainstorm's advanced virtual studio system will demonstrate how virtual reality can be indistinguishable from reality itself

NAB 2018, booth SL4616. Brainstorm, leading manufacturer of real-time 3D graphics and virtual studio solutions, will showcase the recently released InfinitySet 3 at NAB, which will also play the key role in the main theatre demo, focused on hyper realistic augmented reality and in-context data-driven graphics. InfinitySet not only will demonstrate why it is the most advanced mixed reality and virtual studio solution, but also how its Combined Render Engine with Epic Games' Unreal Engine and its seamless integration with Brainstorm's Aston, can deliver the best of breed imagery to high-end broadcast operation.

Brainstorm's experience of nearly 25 years in producing advanced 3D graphics and virtual sets is concentrated in InfinitySet, which provides state-of-the-art Augmented Reality features used daily by broadcasters all over the world to create astonishing shows using virtual sets and graphics. Technologies like TrackFree™ or unique features such as TeleTransporter, 3D Presenter or VideoGate are helping customers of all sizes, from CBS or Wrestlemania in the US to TVN in Chile or Fox Sports in Brazil to create amazing virtual content to better engage audiences while significantly reducing costs.

InfinitySet was also used by CJ&EM for the Opening ceremony of the 2018 Winter Games in PyeongChang, which included advanced, hyper realistic 4K Augmented Reality in the ceremony's live transmission. This performance extensively used the Combined Render Engine feature of InfinitySet, which combines Brainstorm's eStudio render engine with Epic Games' Unreal Engine. Particle effects and other AR elements were perfectly synchronized and seamlessly matched with the real footage, converting the already amazing live performance into a stunning piece of art available for the worldwide audience.

In addition to all the above, the integration of Aston and InfinitySet is now even deeper with much-improved graphics workflow. Now, InfinitySet seamlessly integrates, and can control Aston graphics including its animation logic and structure, enhancing the creation, management and use of graphics content for alternative applications such as Augmented and Mixed Reality, which can also be enhanced by using such in-context data driven graphics.

According to Ricardo Montesa, CEO and founder of Brainstorm "InfinitySet has always been pushing the boundaries of innovation in virtual reality, and with Version 3 Brainstorm has accomplished a major milestone: making difficult for the viewers to tell whether the real-time content provided by the system is real or digitally rendered. Our Combined Render Engine is able to provide our customers with the best of both worlds, the high-quality scene rendering of the game engines with the advanced graphics, typography and external data management of the eStudio render engine."

Brainstorm is a specialist company dedicated to providing industry-leading real-time 3D graphics and virtual set solutions for broadcast, feature film production and corporate presentations. Brainstorm has more than 2,500 installations worldwide since its foundation in 1993, including many of the world's leading broadcasters plus numerous smaller and regional stations. www.brainstorm3d.com

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