



PREMIER
EVENT TECHNOLOGY

SOLUTIONS

VIRTUAL, MIXED, & AUGMENTED REALITY
PRODUCTION TOOLS

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VIRTUAL REALITY (VR)

Virtual Reality (VR) is a fully immersive experience that refers to computer technologies using reality headsets to generate the images and sounds that replicate a real environment or create an imaginary world. These experiences are typically are focused on gaming, video conferencing, immersive video viewing, or web browsing, and can be isolative or collaborative with other users (e.g. a multiplayer video game), but typically exclude the user from the outside world.



SIMPLE DESCRIPTION

Computer generated 3D environment intended to be experienced with headset/goggles



PRODUCTS UTILIZED/PARTNERS

Design and content tools (Vectorworks, Cinema 4D, GrandMA3, disguise designer)



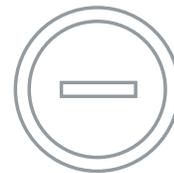
EXPERIENCED WITH

Popular tools for experiencing are the Oculus & HTC Vive headset products



PROS

Deliver 3D previsualization of content/environments or simulated meeting environments



CONS

Experience can be isolative, & users often tire of wearing cumbersome headsets for extended durations

SOLUTION

LMG is able to provide an immersive design or previsualization experience by presenting design files and media server compositions through the latest VR headsets. This process can stimulate creative ideas, encourage client buy-in of a complex design, and avert costly on-site concerns like obstructed sightlines and poor visibility.



MIXED REALITY (MR) OR EXTENDED REALITY (XR)

Mixed Reality (MR) or Extended Reality (XR) is the merging of real and virtual worlds to produce new environments and visualizations where physical and digital objects co-exist and interact in real time. One focus of this technology is deploying wearable glasses or headsets that allow the user to see the real world with enhanced overlay content. Broadcast and cinema have also utilized this tech to immerse talent into a virtual environment that delivers realistic backgrounds and allows the actor or presenter to better understand the virtual environment surrounding them.



SIMPLE DESCRIPTION

Real-time computer-generated backgrounds for live camera broadcast without greenscreen



PRODUCTS UTILIZED/PARTNERS

Game engine and media server solutions with location tracking cameras (disguise VX4, Stype Red Spy, Notch)



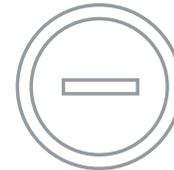
EXPERIENCED WITH

TV displays, projection, or LED displays for viewing



PROS

Ability to immerse presenters in a completely virtual environment



CONS

Experience is often limited to a single camera perspective. Event audience can only experience the additional content via a support screen.

SOLUTION

LMG is able to provide immersive XR experiences primarily with disguise media servers and a three-sided LED cube to surround a presenter or actor with a virtual environment. The content is presented on the LED (is not superimposed), so the presenter or actor is aware of the surroundings rather than interacting with virtual elements or a green screen.



AUGMENTED REALITY (AR)

Augmented Reality (AR) is a real-time view of the physical world where elements are enhanced by computer-generated content such as sound, video, graphics, or location data. Mobile AR examples include Snapchat filters and Pokemon Go. Cutting-edge broadcast productions utilize this technology to insert presenters into a more engaging environment. This technology has been used to add emphasis to everything from extreme weather reports and political campaign coverage, to floating and extruded graphics for sporting events.



SIMPLE DESCRIPTION

Real-time computer-generated foreground and background scenes, graphics, and characters for live camera broadcast



PRODUCTS UTILIZED/PARTNERS

Sophisticated media server and character generator broadcast solutions with location tracking cameras (Ross Virtual Solutions)



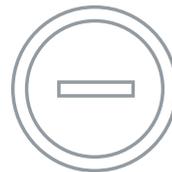
EXPERIENCED WITH

A viewer typically has to look at a screen surface (e.g. phones & tablets for mobile content, TVs & projection or LED displays) for viewing



PROS

Compelling graphics that stick to surfaces, objects, or appear to extend reality



CONS

Event audience can only experience the additional content via a support screen

SOLUTION

LMG is able to provide immersive AR graphics content via partnership with Ross Virtual Solutions. Branded 3D content support can be delivered by Rocket Surgery Studio to reduce the on-ramp of creating unique content in unfamiliar formats. These enhanced elements are often in the foreground of the live broadcast or camera coverage.