

Now is the time for xR

Inspire your audiences with immersive xR experiences

What does extended reality really mean?

Extended Reality (xR) is a collective term in live production, combining **Augmented (AR)**, **Virtual (VR)** and **Mixed Reality (MR)** elements to extend the reality we experience by either blending the virtual and "real" worlds or by creating a fully immersive experience.

Augmented Reality

AR is a widely used term to describe the addition of 3D generated content, composited over a live background view, providing the appearance of content sitting in (or augmenting) the real world.

Mixed Reality

MR goes beyond composited AR, placing real-time rendered content on screens around and under actors and real objects, creating rich virtual environments that immerse the actors in the space.

Virtual Reality

VR is the use of computer technology to create a simulated environment, and places the user inside an experience. Instead of viewing a screen in front of them, users are immersed and able to simulate and preview the production environment from within the VR headset.

The xR Opportunity

xR has already revolutionised the world of entertainment and education, allowing brands, artists and organisations to connect with their audiences remotely.

1

Over the next 2 years, xR is expected to grow eightfold, reaching an estimated market size of more than

\$209 billion by 2022

2

80% of executives believe it will be important to leverage xR solutions to close the gap of physical distance when engaging with employees and customers.

Sources:

- 1) <https://www.raconteur.net/infographics/what-is-xr>
- 2) <https://www.accenture.com/gb-en/insight-xr-extended-reality>

Extended Reality Applications

There are many practical applications of xR. Here are a few:

Corporate events

Companies are increasingly turning to xR as a new way to address problems around distance. Virtual meetings, conventions and even product launches can create a much more engaging experience for the participants, immersing them into the brand and ethos of the organiser.



Education

xR can immerse students into realistic scenarios, enabling a more hands-on learning in a stimulating virtual environment.



Film

xR provides opportunity for less crew, less travel and less time on set. In post-production, LED screens provide a quicker, easier and higher-quality alternative to green screens, reducing the production cycle and allowing more creative visual decisions to be made on set in real time.



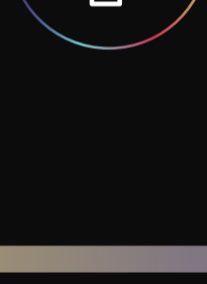
Broadcast

In a studio setting, LED screens deliver crisp, high-res content and lighting in real-time, all captured in-camera, creating an environment presenters can visually interact with, making them feel more confident on camera.



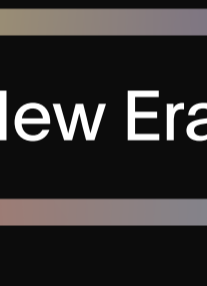
Live music

Artists can use xR to perform a live music video, using generative content engines to create and render limitless possibilities for the video narrative in real-time, transporting viewers to a world beyond the physical LED walls.



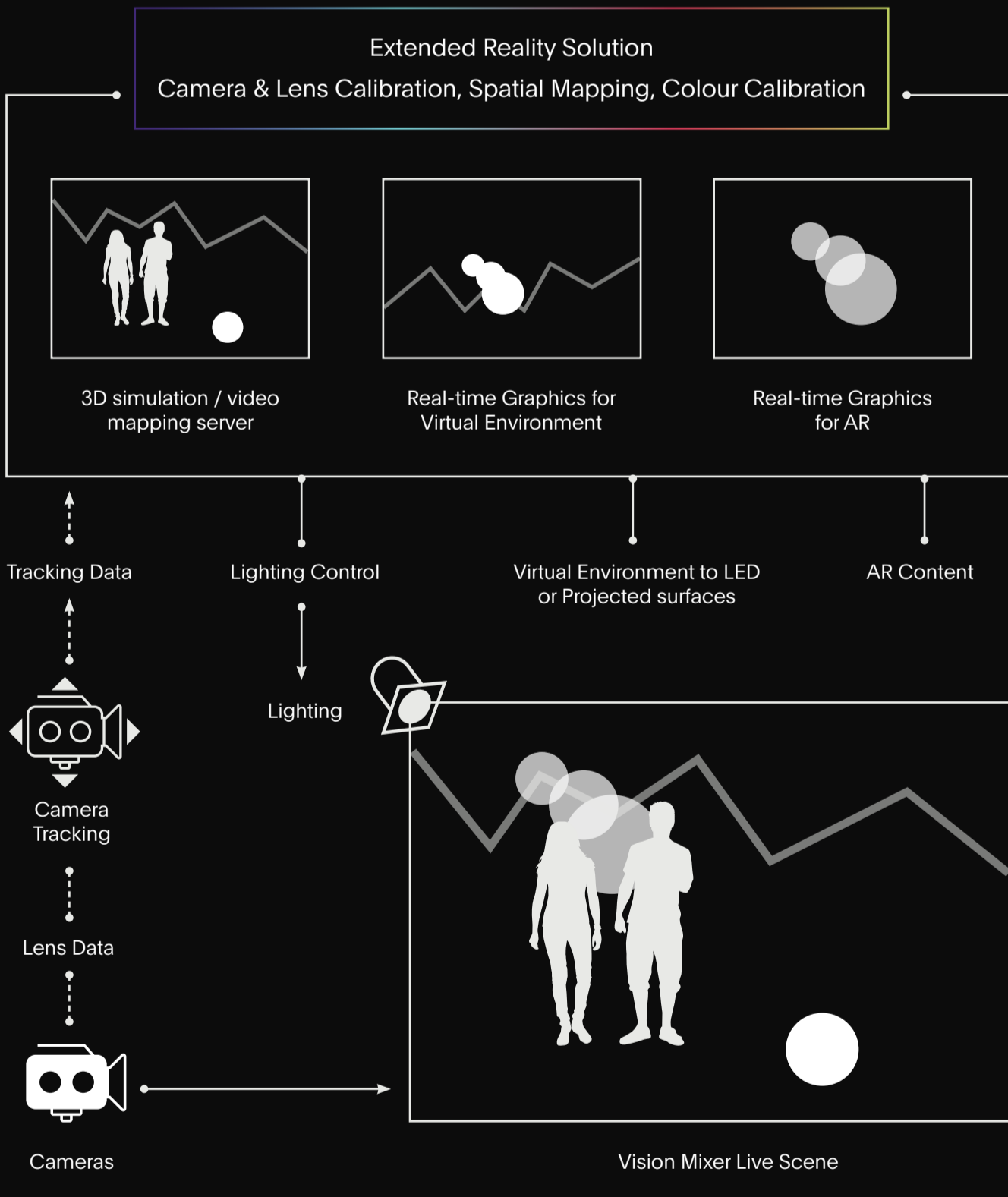
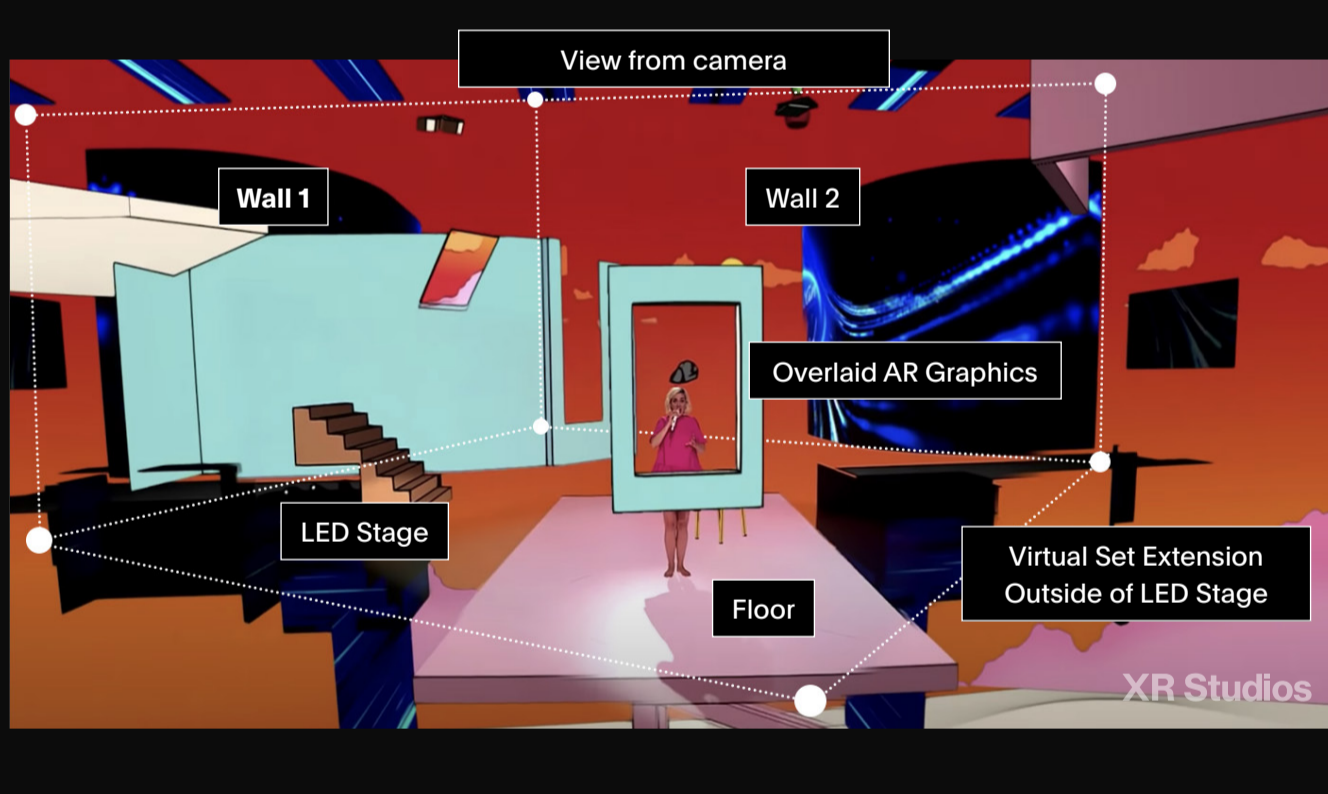
esports

LED screens produce real reflections and shadows of the subjects in front of them, otherwise difficult and expensive to recreate in post-production. Performers and presenters can see the CG content so they can interact with it more naturally.



Welcome to the New Era of Production

xR setup and components



disguise is Central to xR Workflows



Proven Spatial Calibration

disguise quickly and accurately aligns the virtual worlds; bringing together your content system, camera tracking system and your LED screen, with pixel accurate precision. Spatial calibration takes place on set and can be done in under 30 minutes - a huge time saving over conventional virtual studio workflows.



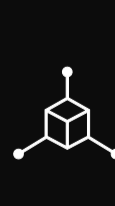
Colour Calibration

disguise handles the blending of real and virtual worlds through a colour calibration process, enabling the real and virtual world to appear as one seamless environment.



Engine Agnostic

Create content in the way that works for you - disguise xR is render engine agnostic, enabling creatives to select their preferred content engine. Notch, Unreal and Unity are all supported engines, allowing you to deliver the best possible visuals for your production.



Render Engine Synchronization

With disguise you can synchronize multiple render engines from a single timeline. With latency compensation built into the workflow you can ensure minimal latencies to deliver stunning experiences.

"Having disguise for delivery of this xR content was crucial... there's simply no other solution out there that I would trust with this."

JT Rooney of Silent Partners Studios
Katy Perry Performance American Idol Finale

Discover the ultimate storytelling tool, with disguise xR



Discover more xR content like this

disguise.one/xR



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