IMMERSIFY

Audiovisual Technologies
for Next Generation Immersive Media

» To improve the quality of immersive media using advanced compression technology
» To enable immersive media for multiple display devices and environments
» To support new ways in interactive experiences by providing the required tools
» for personalized and interactive non-linear storytelling
» To promote immersive media content and tools in the creative & media industries
  in Europe and worldwide

Advanced Compression Technology

» Next Generation Video - 4K, 8K and beyond
» High Frame Rate 120 fps
» High Dynamic Range and Wide Color
» 3D (stereoscopic) and HEVC multi-view extension
» High performance HEVC decoder and media player
» High quality and high compression HEVC encoder
» Spatial audio
» Optimizations for VR and 360 degree video

Multiple Devices and Environments

» Media player for multi-screen - e.g. array of curved screens
» Media player for next gen head-mounted-displays - higher resolution and FoV (8K and beyond)
» Media player for multi-projection systems - Deep Spaces & Domes
» Media player integrated in 3D game engine for interactive non-linear storytelling

Promote immersive media content and tools

CREATE NEW IMMERSIVE CONTENT:
» Time-lapse photography
» 3D laser scanning
» CGI and animation
» Panoramic video
» Real-life 8K footage
  - Experiment new forms of interactive non-linear storytelling
  - Document best practice guidelines for media production workflows

Personalized, interactive non-linear storytelling

» Media player integrated in 3D game engines
» 6 Degrees of freedom VR video
» Ultra-HD (4K & 8K) video textures in interactive applications

Streaming

» Real-Time Media Server and Streaming
» 8K VR live events

PSNC   spin digital   ARS ELECTRONICA FUTURELAB   MARCHÉ DU FILM FESTIVAL DE CANNES   NORRKÖPING VISUALIZATION CENTER