

IMMERSIFY

Advanced Compression Technology

- » Next Generation Video - 4K, 8K and beyond
- » High Frame Rate (HFR) 120 fps
- » High Dynamic Range (HDR) and Wide Color Gamut (WCG)
- » 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

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

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

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

immersify.eu

Orbits / Quadrature (DE), Foto: Ars Electronica / Martin Hieslmair



PSNC – Poznan Super-computing and Networking Center



MARCHÉ DU FILM
FESTIVAL DE CANNES

The Marché du Film –
Festival de Cannes



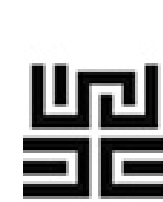
NORRKÖPING
VISUALIZATION CENTER

Visualization Center C

spin digital



Spin Digital Video
Technologies GmbH



ARS ELECTRONICA
FUTURELAB

Ars Electronica
Futurelab



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 762079