IMMERSIFY
www.immersify.eu

PSNC – Poznan Supercomputing and Networking Center (Poland) is affiliated to the Institute of Bioorganic Chemistry of the Polish Academy of Sciences (IBCH PAS) and is an active research and development center specialized in new generation networking, high resolution and immersive media, scientific applications and visualization, clouds, digital libraries and cyber security, as well as technologies, applications and services for Information Society.

Spin Digital Video Technologies GmbH (Germany) develops high-performance video codecs for the next generation of high-quality video applications. Spin Digital codecs enable ultra-high quality video applications such as 4K and 8K UHD immersive video projection and video walls, and next generation VR and 360-degree video.

The Ars Electronica Futurelab (Austria) is a trans-disciplinary media art lab that enjoys an international reputation as one of the leading non-university R&D facilities in the areas of media art, information aesthetics, interaction design, persuasive technologies, robotics and virtual environments. One of its many reference projects is the worldwide unique Deep Space 8K, which is to be further developed as part of Immersify.

The Marché du Film – Festival de Cannes (France) is one of the film industry's most important event, an annual gathering of more than 12,000 producers, buyers, distributors and representatives of film festivals. Marché du Film is held annually during the Festival de Cannes since 1959. At NEXT, its innovation hub in the heart of the Marché, VR exhibitors and creators coming from the world over showcase their latest VR.

Visualization Center C (Sweden) is a research and science center in Norrköping, conducting a unique mix of leading visualization research and public outreach activities. The center hosts a digital science center for public visits and events including media labs, interactive exhibitions and an immersive 3D fulldome theatre. The center's production department creates public experiences based on real scientific data.
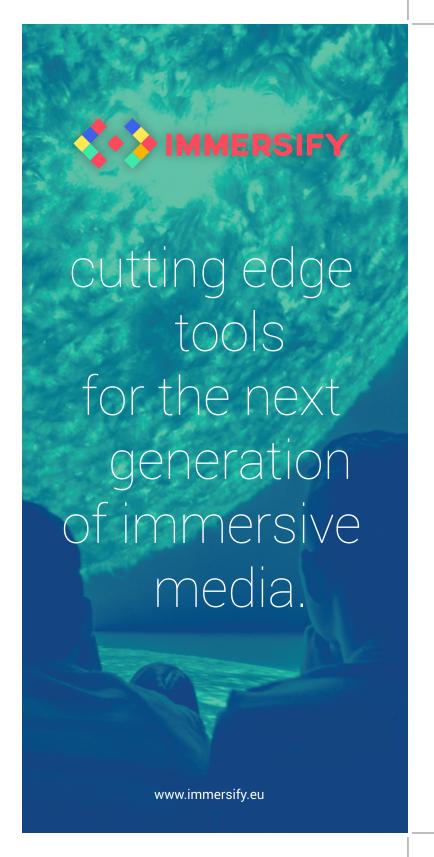
Immersive media content and tools

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

IMMERSIFY

cutting edge tools for the next generation of immersive media.

www.immersify.eu

www.immersify.eu

Image: Ars Electronica / Robert Bauernhansl

Quality has no substitute

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

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