

IMMERSIATV



Overview

ImmersiaTV is assembling an end-to-end toolset covering the entire audiovisual value chain (immersive production tools, support for omnidirectional cameras, adaptive content coding and multiplatform delivery and synchronization) to create a novel form of broadcast omnidirectional video content production and delivery, offering end-users a coherent audiovisual experience across head mounted displays, second screens and the traditional TV set.

We take advantage of the large field of view available in head mounted displays to create experiences where the user can navigate through and interact with video inserts. We also explore the possibilities of synchronized content delivery to use second screens for the display of complementary aspects of the broadcast, in an attempt to reconcile second screen consumer habits with a more integrated and coherent multi-platform experience around the TV.

This demo shows our early efforts to implement the tools and content examples covering offline production. Figure 1 shows how the editor can create synchronized multi-platform content and video-based interactive experiences. Figure 2 depicts the components of the ImmersiaTV demo that will be shown at IBC 2016.

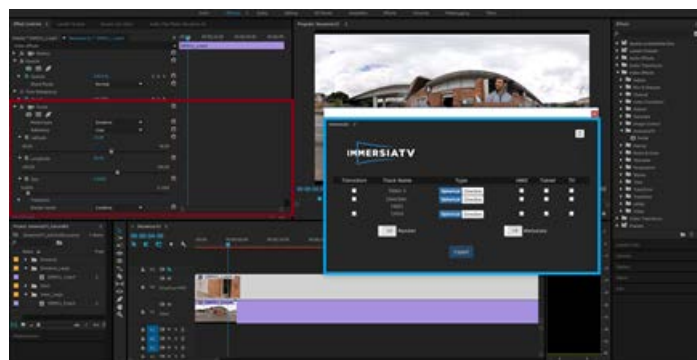


Figure 1: In Red, the portal effect, which allow defining inserts and transitions between omnidirectional videos, as well as interactive behaviour in reaction to the user's input. In blue, the ImmersiaTV Export panel, which allows selecting the tracks that are relevant for each device.

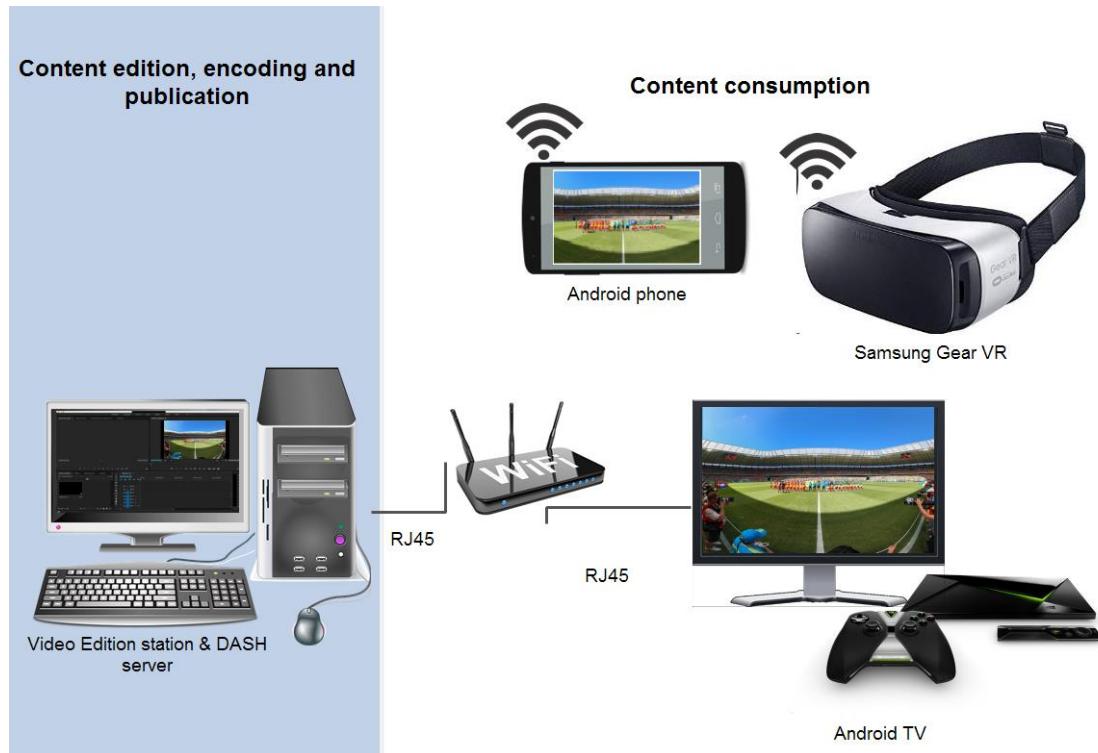


Figure 2: through the immersiaTV services, the content creator can convert his content to DASH and publish the content for synchronized playout during content consumption



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Key messages

- Video-based content delivered synchronously on TV, second screens (tablets) and third screens (virtual reality goggles)
- Portals and video inserts allow defining interactive experiences based on omnidirectional video
- Integration in Premiere Pro for easy content creation

Related information

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