

CASE STUDY

Zero Density & TF1



Others Score Goals, We Win

"The more difficult the victory, the greater the happiness in winning."
Pele

Reality Virtual Studio raised standards in real-time virtual production with TF1

The biggest sport event of 2018 has reached a new level of reality when France's most popular network, TF1 adopted Reality to empower the virtual set on its program "Le Mag" World Cup broadcast presented by Denis Brogniart. Reality Virtual Studio brought cutting-edge realism, immersion and interaction.

Throughout the World Cup marathon, in collaboration with Dreamwall, Zero Density enabled TF1 to lock the audience to the screen and give them a VIP tour to stadiums during the day and night with its 30.000 interactive supporters, players' locker room, physio room, team bus and dining room. Groundbreaking technical achievement has been recorded as the set extension provided unique and brand-new point of view created by two Engines powering LED video wall, virtual and augmented elements.

Winner of IBC Content Creation and Judges' Prize , ZD is transforming the industry

As the presenter left the real studio for the numerous virtual ones, the flawless transition followed by intricate details of every scene underlined the difference Zero Density offers. Reality provides an immersive environment allowing the presenter blend in the set by taking the jersey from the locker, moving inside the bus, giving a physio to his guest and enjoy lunch at the dining room. It does not get any more real than that!



Zero Density

The World's Most Photorealistic Virtual Studio Products



The complete picture created immersive virtual experience for the viewers.

ZD's partner Dreamwall created a complete colossal stadium experience by combining two Engines connected to the same tracking system. Physical LED videowall is fed by one Engine to create portal window effect and second is used for stadium extension above by 3D masking, keying the green screen and placing dynamic augmented graphics on top.



Reality Virtual Studio blurred the gap between virtual and real by connecting physical and AR elements by allowing an immersive bus ride, physio session, lunch at the dining room and picking up a jersey at the locker room.



“To make such a scene with this stadium is a world first – it’s the first time this process has been used on this scale”

Jérôme Saporito, Deputy Director of Sports at TF1 says, “putting viewers into a stadium of 30,000 people who can have actions; they can applaud, whistle, not just be a set. There is a computer calculation for this decor that is moving and evolving, giving this spectacular sight.” On top of the spectacular sight, ZD provides operational efficiencies, better performance at scale and one of a kind virtual experience. Zero Density offers the most photo-realistic real-time 3D Virtual Studio and Augmented Reality platform in the industry.

Do not settle for a few goals, win the game with **Reality**.