



Zero Density

The World's Most Photorealistic Virtual Studio Solutions



CASE STUDY

Zero Density & Brand Minds



Live Virtual Event: World Changers Style

Brand Minds 2020 virtual summit has reached new heights with visual quality and interactivity.

Brand Minds Live has been for several years one of **the most important business conferences** in Europe and the biggest in Central & Eastern Europe. The one-day conference would attract hundreds to join world famous speakers share their expertise. However, 2020 made the organizers switch from an established traditional live event to a virtual one that would rise to the demands of interactivity and visual quality of a live event.

Brand Minds broadcasted 10 hours live each day with Reality during the 3-day event.

Brand Minds extended the Business Summit to 3 days from its original 1 day and increased the speakers to 19 ground-breaking experts from all around the globe which translated to 10 hours live for each day of the event. Zero Density's Romanian partner **Safe Frame**, the full-service VFX creation and production company, provided their state-of-the-art **Reality-powered green screen** studio to the Brand Minds team alongside their expertise in using Reality Suite.

Reality enabled Brand Minds to have a seamless live production in hyper realistic virtual studio setting with video I/O, keying, compositing, and rendering from one single machine. Reality ensured the best possible output with capable and flexible handling of camera tracking alongside Reality Keyer's unmatched quality and clean control tools.



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“It surprised me that so many people thought the event was pre-recorded,” says **Pep Rosenfeld, the host of the Summit.** “It was a delight to prove it was not in a few ways — tweeting a photo in real time, and the walk through on day two.”



The preparations for the event took one month with close collaboration of all teams. One month included testing different elements of the virtual stage, rehearsing in the chroma studio with host Pep Rosenfeld and local celebrity guests. The team also ran tests with the international speakers on Zoom Rooms with **direct input in Engines** which eliminated latency issues.



“Uniting the business world is our mission,” says **Avi Cicirean, Brand Minds creator.** “But for this year we wanted to unite people from the comfort and safety of their living room. We imagined an event in the virtual studio and accommodating numerous world-renowned experts globally, interacting with our diverse audience.”

Mindscape Studio conceptualized, designed the futuristic virtual set, and produced the graphics. **The event employed 3 cameras and 3 Engines. Black Magic Ursa Broadcast 4K camera was tracked by Trackmen and two Panasonic AW-UE150 cameras had built-in Free-D tracking.**

Brand Minds Live is said to be for “world changers” and world changers challenge the status quo and go for what hasn’t been done before. Brand Minds creator’s grand vision for the live Summit was realized by a great team utilizing latest technology and know-how. Reality offers the ultimate live virtual production tools to revolutionize storytelling in live events and more.