



Zero Density

The World's Most Photorealistic Virtual Studio and AR/XR Products

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CASE STUDY

Zero Density & Alhurra TV



Elections Coverage with Engaging AR Graphics

Alhurra TV, an Arabic-language TV channel operated by Middle East Broadcasting Networks (MBN), leveraged Zero Density technology to deliver an immersive election day experience for its vast audience during the U.S. Midterm Elections. Alhurra's team wanted to **integrate augmented reality (AR) and historical information into the coverage** to provide better context for the incoming election results while also visualizing the complex data in an easy-to-understand manner. The team built a virtual twin of the United States Capitol Rotunda in Washington, D.C. - a perfect space for presenting election results and inserting storytelling elements.

On the live set, Alhurra's team deployed a series of **data-driven and dynamic AR objects**, including 3D charts, numbers, maps, and infographics to break down states and key facts and visually convey the live national vote in real time. Correspondents from 10 states interviewed voters about significant issues and were shown using AR video walls. AR provided the audience with an enhanced viewing experience while helping to make sense of election polls, predictions, history data, and election results.



Alhurra TV's 30 Hours of Live U.S. Midterm Election Magic with Zero Density Tech!

Alhurra's in-house developers integrated all graphics sources with Zero Density's control platform, **RealityHub**, to ensure the election data was automatically updated for all 30 hours. Using REST API and OpenSource SDK, the developer team integrated the election data from a third-party source into the graphics only **by means of documentation**, without needing to place a single ticket or get remote support. For the 30-hour election coverage, RealityHub enabled the Alhurra team to convert the data-driven information into viewer-friendly graphics that helped visually convey the incoming election results in a **fast, error-free, and highly accurate manner**.



Overall, Alhurra TV delivered a **fresh, highly immersive election graphics** look, all while telling the story as it unfolded in real-time. The use of augmented reality allowed for **interactive data updates, lively art maps, and a better understanding of the complex voting system**, making the coverage engaging and informative for the vast audience. Zero Density technology allowed Alhurra to deliver accurate, real-time graphics and build a hyper-realistic 3D twin of the Capitol, transforming the studio into a rich theatre.

Alhurra's in-house team integrated all data sources with RealityHub to keep the elections data updated automatically for 30 hours.

Equipment

REALITYEDITOR	REALITYHUB	3x REALITYENGINE
REALITYENGINE AMPERE	3x REALITYKEYER	3x SONY HCS-300R HD Camera
2x Fujinon 17x7.6 +Fujinon 1x 12x4.5 lens		