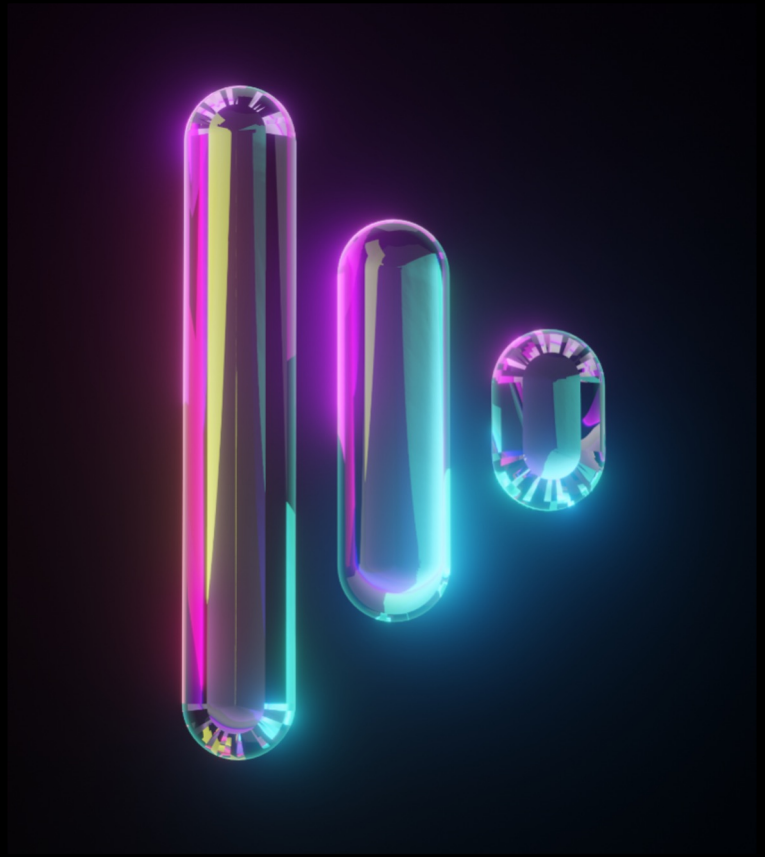
disguise

disguise Solutions

For Broadcast
and Media Production



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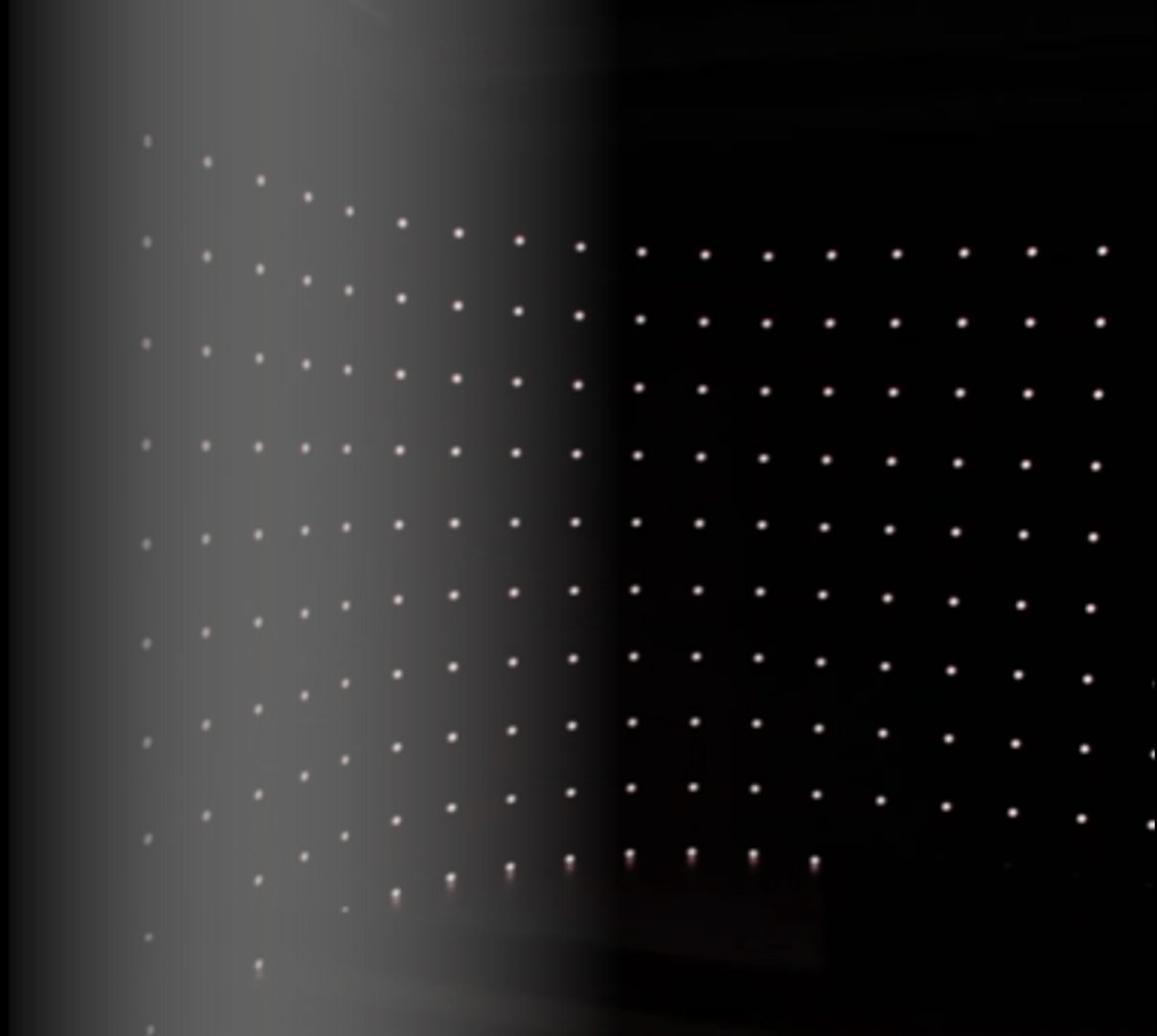
We are a global technology company and creators of the most advanced media & entertainment platform.

We enable companies, creators and technicians to deploy the most complex real-time shows, productions and experiences.

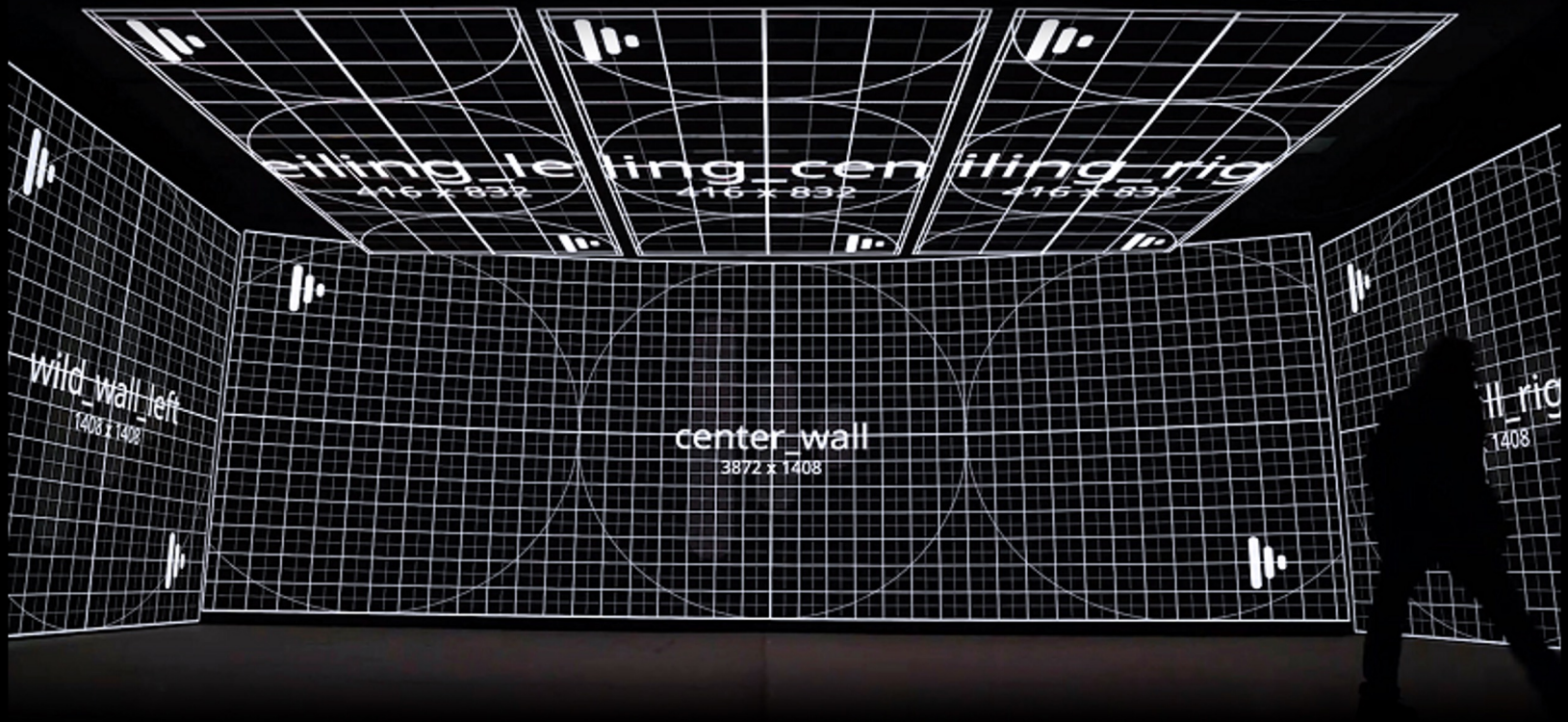
Backed to build a
bright future
CARLYLE
+
EPIC
GAMES

Quality and fidelity of
content surfaces
bs ceiling
Main 1
Main 2
Main 3
Main 4
XR STAGE

Spatial computing



The proliferation of XR and Virtual



Ready for
The Metaverse?

Virtualisation of live performance

Beyoncé
'Formation' World Tour
LED video playback
2017

Billie Eilish
Where do we go? Livestream
Extended reality (xR) stage
2020

J Balvin
Halloween Fortnite concert
xR and Fortnite integration
2021

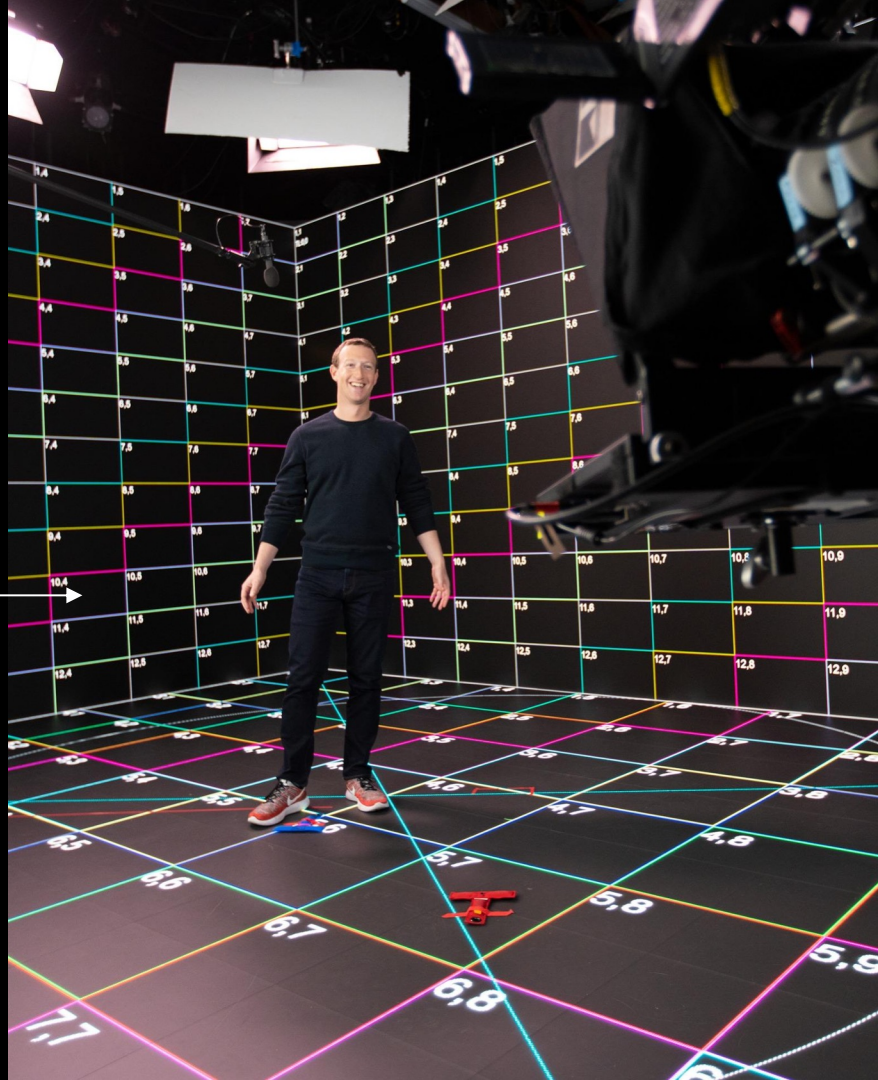
Virtualisation of film production

Virtualisation of product launches

The M word

The M word

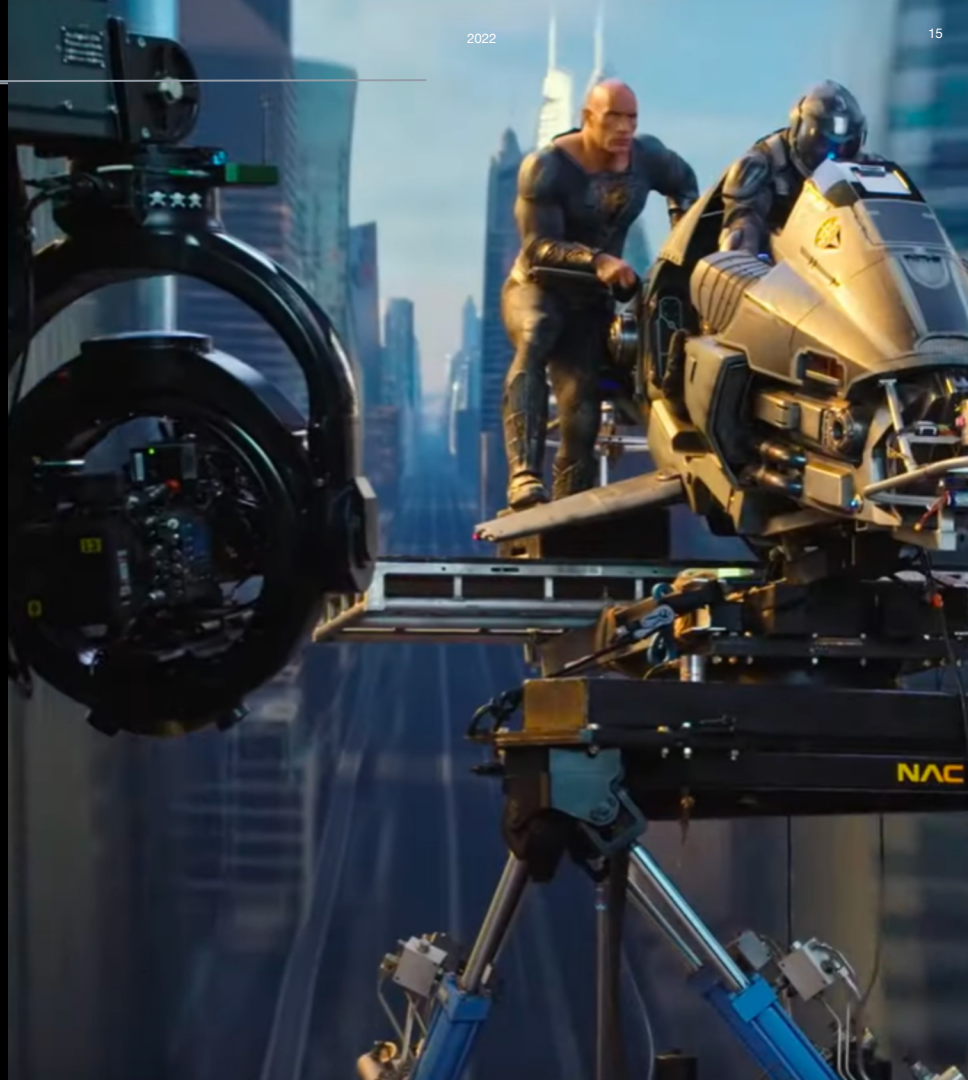
disguise powered stage



Virtualisation of broadcast

disguise solutions

1. Unlimited LED Content Display
1. Efficient Data-Driven CG and AR
1. Scalable Cinematic Xr & Virtual Production
1. Unparallel Cloud-Based Control
1. Turn-key Services



Scalable Cinematic Xr & Virtual Production

XR LED Volume Stage

UNREAL ENGINE

UNREAL ENGINE

UNREAL ENGINE

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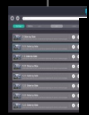
AR Graphics

UNREAL ENGINE



iPad control from Studio

PORTA

Scalable Cinematic Xr & Virtual Production

IPSUM
Live Data

PCR
Graphics Control

PORTA

UNREAL ENGINE

UNREAL ENGINE

UNREAL ENGINE

XR LED Volume Stage

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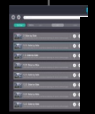
AR Graphics

MOS
Newsroom
Templates

UNREAL ENGINE



iPad control
from Studio

PORTA

*Can also integrate with other internal client rundown/scheduling solutions

Scalable Cinematic Xr & Virtual Production

IPSUM
Live Data

XR LED Volume Stage

PCR
Graphics Control

PORTA

UNREAL ENGINE RX

UNREAL ENGINE RX

UNREAL ENGINE RX

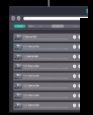
disguise VX

AR Graphics

MOS
Newsroom
Templates

UNREAL ENGINE PX

CG Graphics



iPad control from Studio

PORTA

*Can also integrate with other internal client rundown/scheduling solutions

Scalable Cinematic Xr & Virtual Production

Media Group: Warner Brothers Discovery
End User: EuroSport, UK and France
Production: Australian Open

LED XR virtual production to cover live Sports event.
Disguise VX and RX servers, Unreal Engine graphics, Designer timeline

Scalable Cinematic Xr & Virtual Production

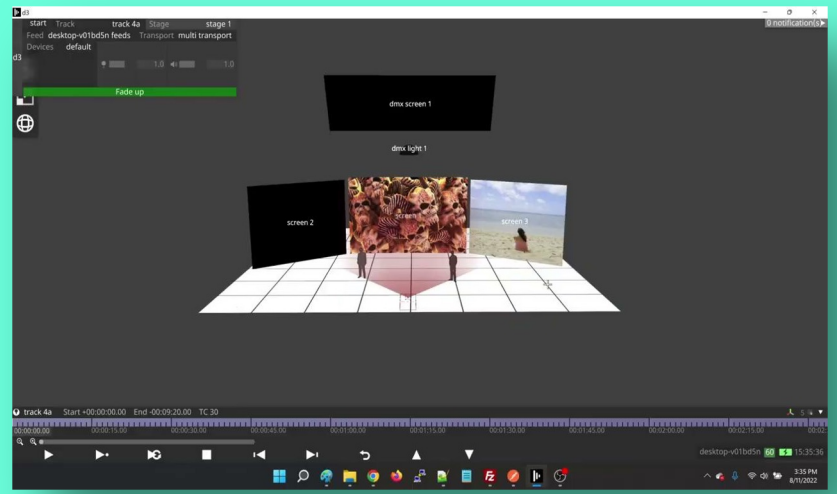
Media Group: TV Azteca
End User: TV Azteca, Mexico
Production: 2021 Olympics

LED XR virtual production to cover Olympics live Sports event. Disguise VX and RX servers, Unreal Engine graphics, Designer timeline.

Two hours of live production per day, multiple set locations, LED virtual screens, real furniture and anchor desk.

Designer
Timeline control

- Control Designer timeline actions in the studio.
- Lights or video playback triggers.
- Integrated with Disguise APIs.
- Build templates to trigger multiple actions.



xR LED Production

- Cinematic quality with unlimited resolution.
- No greenscreen keying.
- Quick start, always production ready.
- Turn-key automated tracking calibration.
- Centralized timeline-based control.
- Redundancy and reliability.
- Studio lights control.
- Talent friendly.

Renderstream

Integrates the ecosystem with realtime content engines and camera tracking seamlessly.

- Cluster Rendering
- Dynamic Control
- Advanced Workflows
- Limitless scaling
- Synchronisation
- Latency management

UNREAL ENGINE
unity
NOTCH
TOUCHDESIGNER BY DERIVATIVE

Image credits:
Jeremy Freeman/Turner Sports

Sports XR & Virtual Video Window Production

Media Group: ITN
End User: ITV Sports
Production: 2021 Rugby World Cup

Live interview with remote camera feeds. Presenters can see the live video feed and interact.

3D video projection used with camera tracking to provide a view to the city.

XR/AR LED Stage

XR

Virtual window to live game.
Gateway to discover Qatar.

AR

· Live interviews.
· Reporter box.
· Line-ups.
· Team Stats.
· Player Stats.

In-Studio Augmented Reality

- Reporter connection box
- Team line-ups
- Team Stats
- Player Stats

Thank you!

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