

# Vizrt and STATS demonstrate live holographic effect

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By Angela Snell

This morning, as a member of the press, I was treated to a special, live demonstration of holographic technology.

If you recall, this technology was used during the 2008 presidential election, when CNN transported images of reporters off-location onto the CNN set.

## **What I saw today was amazing.**

Just across the aisle of the convention center from one another, Vizrt and STATS transported one person in the STATS booth onto the virtual set of the Vizrt booth.

A 180-degree ring of cameras surrounded the person located on the STATS set, shooting them from every angle.

The holographic effect proved very effective in drawing viewers to CNN's election night coverage, with an estimated 13 million viewers tuning in. This technology can be used in live broadcast and redefine the remote interview.

The end result creates the appearance of a face-to-face exchange. The transmission is seamless, provides high optical quality, and eliminates the traditional split-screen view and production sequences of typical remote interviews.

It is comprised of STATS' video processing and tracking technology, along with Vizrt's real-time tracking and rendering software. The impression of the holographic interview is completed in fractions of a second to allow a live broadcast. Multiparticipant interviews are possible, changing the scale of the hologram subject or using the image in post-production to create intriguing promos.