

admire

Advanced Mixed
Realities

Project Funded by the European
Commission



Our Challenge

- Election show with everyone present
- The problems with participants in LED screens



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Our Motivation

- Working with the Teleportation concept for many years
- Participation in the DNI Initiative - Google
- Optimize resources for broadcasters
- Semi-Professional sets



- Simplify
- General Audience



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Horizon 2020 Proposal

Companies

Brainstorm

Disguise

Universities:

NTNU

EPFL

UPF

Broadcasters:

NRK

PREMIER SPORTS

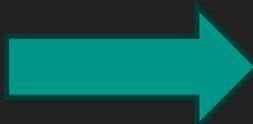
TVR



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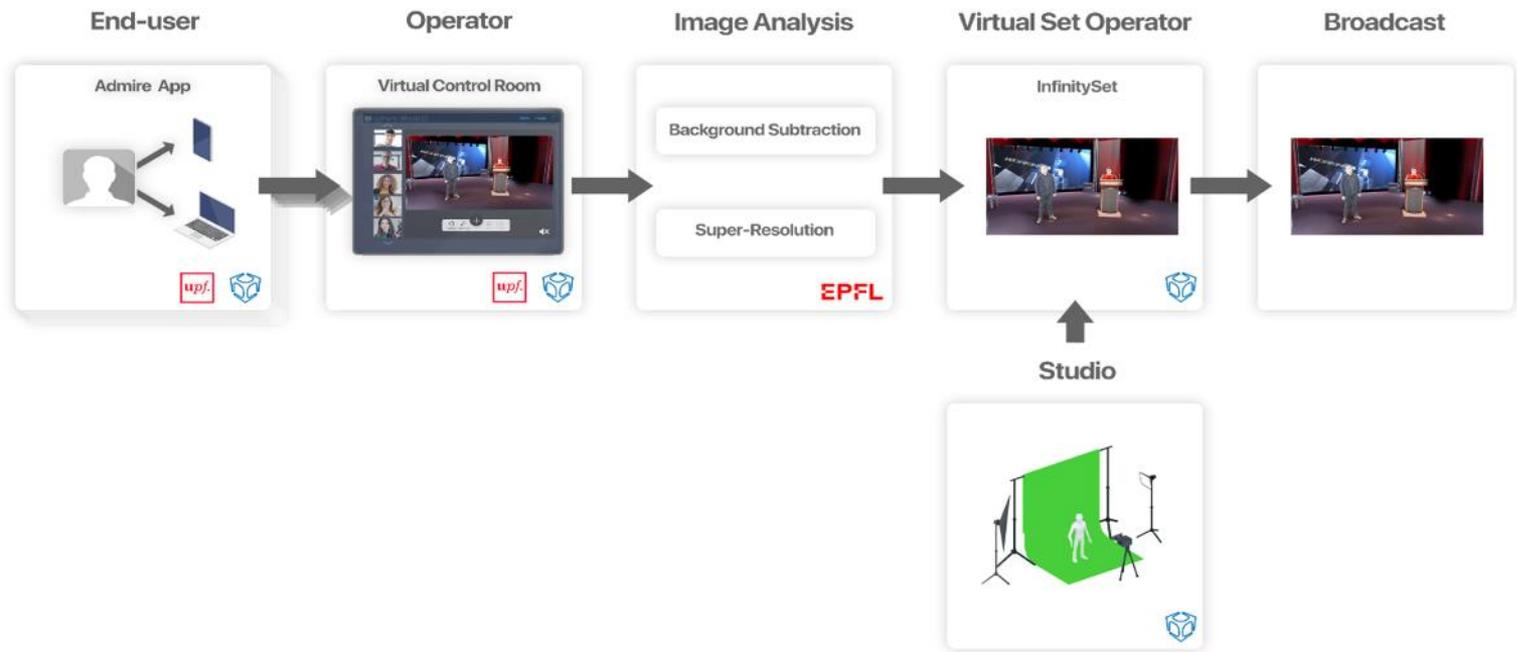
What simplify means

- Capture with mobile devices
- Remove background (no need for green screen)
- Increase Resolution
- Bring audience / guests into the programs



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How the system works



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Testing AdMiRe in NRK

- NRK - Norway
 - Mobile Phone
 - Integration in real studio
 - With and without green screen



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Testing AdMiRe with other broadcasters

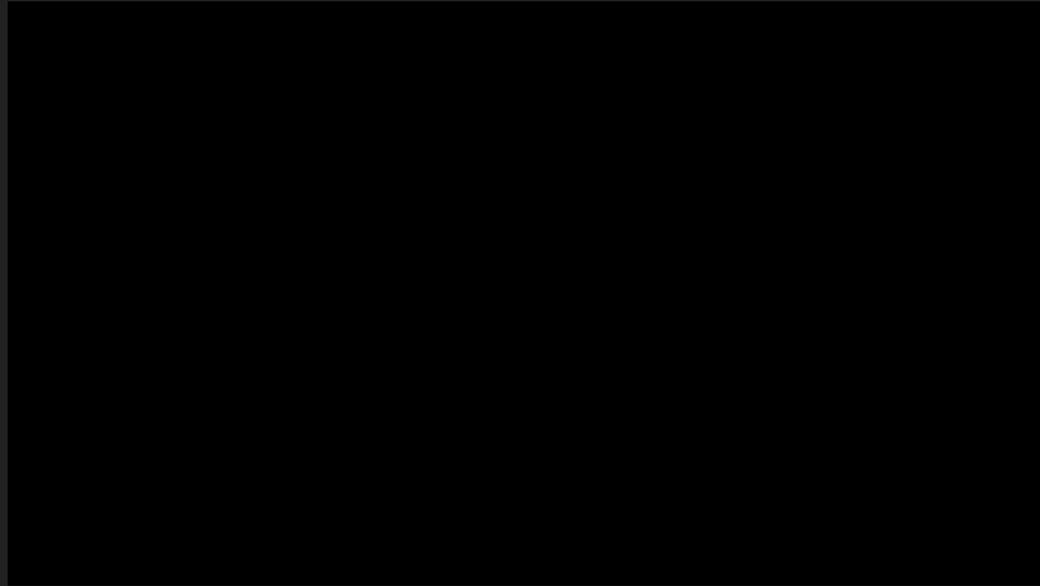
- Premier Sports - Ireland
 - Mobile Camera
 - Integration in real studio
 - Without green screen



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Testing AdMiRe with other broadcasters

- TVR - Romania
 - Mobile Phone
 - Integration in virtual studio
 - With and without green screen



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Why Admire

- Increase audience participation in TV programs.
- Build audience loyalty by generating more participation.
- Apply the latest streaming technologies and Artificial Intelligence.
- As a result of Covid, promote the participation of guests and collaborators remotely.
- Reducing the carbon footprint and costs by reducing the need to bring collaborators and guests to the set.



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JPEG Trust

- Further research
- Standardization in 2024



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Thanks for your attention
Questions & comments