

DATASHEET



AR/VR LIVE, REAL-TIME PRESENTATIONS MADE EASY

Edison is a comprehensible, easy-to-use and cost-effective solution for creating eye-catching live or online presentations and videos. With Edison, any user can create amazing presentations based on a PPT or PDF file and adding rich media

like pictures, sound, video and even 3D objects and animations from the built-in libraries or any other source. Presenters are shown immersed in a virtual, photorealistic environment and easily run the presentation with remote devices.

Edison is an innovative, template-based playout application that seeks to transform any live, online presentation or conference into an immersive experience through AR and virtual environments, allowing users to enhance their speech and storytelling with real-time 3D graphics and other visual aids, and including themselves in the presentation. Users do not require any experience in graphics, video, image or 3D object creation, as the starting point for their sessions is a PPT or PDF document.

With an extremely simplified but powerful interface, and just by using a drag-and-drop operation, Edison users can create dazzling presentations using pre-existing

content. Based on 25 years of the broadcast experience of Brainstorm in virtual sets and AR, Edison will substantially

improve the quality and impact of your presentations without requiring specific knowledge in 3D, virtual studios or video.



www.brainstorm3d.com

DAZZLING LIVE PRESENTATIONS IN JUST THREE STEPS

1 Load
the template from the library

2 Drop
your PPT or PDF presentation

3 Customize
your scene as you wish and go!

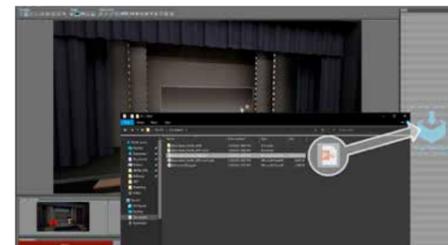


TURN YOUR PRESENTATION INTO A VIRTUAL LIVE EXPERIENCE

Edison creates a visually engaging experience by combining standard presentations with a broadcast-quality AR/VR production. By immersing the presenter in a virtual environment in real-time, Edison allows the interaction of objects and talents in the scene, resulting in a more attractive experience for the viewers.

COMPATIBLE WITH STANDARD PRESENTATION TOOLS

Edison can import standard PPT and PDF files so the slides or pages can be displayed and controlled by the presenter by using Edison's interface. The presentation can also be controlled using standard clicker devices, smartphones or tablets.



EASY TO USE AND CONTROL

Edison can playout different templates, from simple animated graphics to advanced virtual sets with augmented reality object interaction. To run a presentation is as easy as loading a template and import the slides. Once a template is loaded, Edison

can key out and insert the presenter inside the Augmented Reality scene, which can be further customized.



TRACKFREE™ UNLIMITED VIRTUAL CAMERAS

Thanks to Brainstorm's unique TrackFree™ technology, Edison takes the video feed of your fixed camera and creates unlimited virtual camera views out of it. Virtual cameras that can move freely in 3D space, as pedestals or cranes do in live production environments. TrackFree™ allows for expanding the virtual environment regardless the size of the chroma set.



TEMPLATE-BASED, WITH BUILT-IN ASSETS LIBRARY

Edison is based on editable templates, which can be further customized using the assets available. These can be scenes to customize the background, furniture such as desks and stands, or a variety of screens for displaying the slides required in the presentation. Additionally, other assets such as animatable 3D objects can also be used to further enhance the presentation.

Edison comes with a library of pre-defined templates, scenes, furniture, pointers, screens and other objects to populate the scene, plus a number of interactive templates for quizzes and polls, and many other to further customize the event.



UNREAL ENGINE COMPATIBLE

Edison PRO is fully compatible with UE photorealistic scenes, which can be used as 3D backgrounds for the presentation, enhancing the looks of your presentations. Also, the optional Edison UC (Edison Unreal Control) plugin allows for controlling and editing the blueprints, objects and properties of the UE scene directly from Edison's own, user-friendly interface.

TURNKEY SOLUTION

Edison PRO is a standalone product with future-proof hardware. Installation, training and support are straight-forward for the customer, ensuring a rock-solid operation even in highly demanding live production environments. Edison PRO can be customized with options to match any customer requirement, present or future.



VIRTUAL SETS

AUGMENTED REALITY

MOTION GRAPHICS

NEWS & SPORTS

ELECTIONS

LIVE EVENTS

PRESENTATIONS

WORSHIP

EDUCATION

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