



## RAI, Radiotelevisione Italiana ENHANCING "THE VOICE" WITH AUGMENTED REALITY

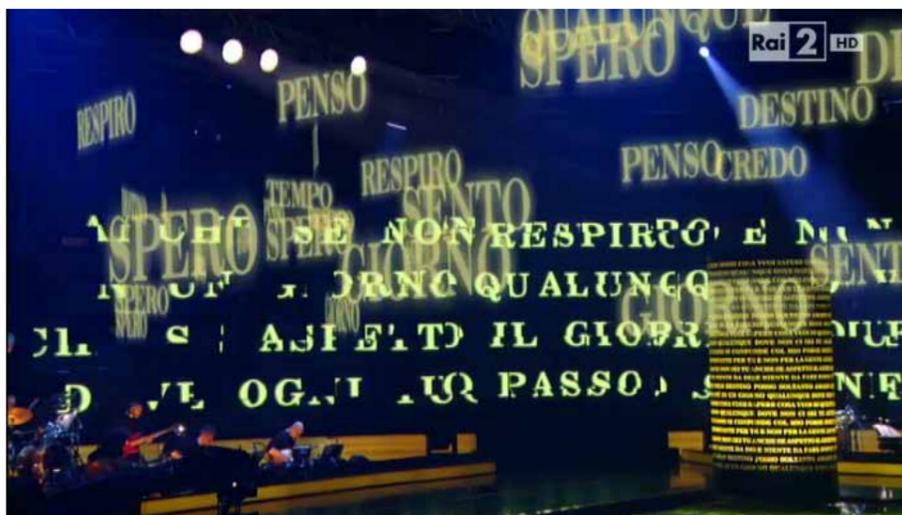
To prepare La Voce, the Italian version of the world-renown singing competition The Voice, RAI wanted to support the excellent voices in contest with an astounding imagery based on Augmented Reality placed over the real stage.

La Voce is the Italian version of "The Voice", an international television singing competition franchise, originally created by the dutch producer John de Mol. It is a reality show where contestants are aspiring singers drawn from public auditions.

RAI has the rights for Italy of this world-famous format. One of the keys for the success of the show is the presence of famous singers advising the contestants, and other, of course, is the contest itself, based on the vocal abilities of the participants.

The show has four stages of competition. The first is the blind auditions, in which the four coaches, all renown recording artists, listen to the contestants in chairs facing away from the stage so as to avoid seeing them. If a coach likes what they hear, they press a button to rotate their chairs to signify that they are interested in working with that contestant. Coaches will dedicate themselves to developing their singers mentally, coaching them, and sharing the secrets of their success.

For a format where the sound is paramount, RAI decided to create a different visual experience for the 2016 edition. That means providing a quite attractive "visual" aspect to counterpart the "audio" provided



by the singers, and create a truly remarkable audiovisual experience. RAI decided to make an extensive use of Augmented Reality scenery to visually enhance the artist's performances.

Using specifically designed AR for each song and singer, RAI provided the audience with an amazing immersive experience. Flying words and attractive scenes, from modern architecture to animated emojis, all the creativity of RAI's designers was put at work with amazing results which also were perfectly integrated in the final scenes. While artists were performing in the theater's large scenario, the audience at home saw them surrounded by synthetic elements that did not affect the artist's singing performance, but certainly did enhance the experience at home.

To achieve such effects, RAI used Brainstorm's eStudio to render each of the two tracked cameras, one



Tecnopoint-sensorized Vinten Vector head, plus the callibrated 6-meter CamMate crane that provided the most impressive flies over the real stage. Placed in an OB van as the recording was made at an external theatre, out of the RAI's premises, the eStudio systems receive the feeds and tracking data from the cameras and render the final output composition including all the Augmented Reality objects and animations.

"eStudio is not just an extremely powerful tool, but is also flexible enough to perform perfectly in any situation, including live performances and external shows."

