

# TVN, Televisión Nacional de Chile

## AUGMENTED REALITY ELECTIONS

The interest of the audience for the 2017 General Elections in Chile was matched by the competition between the different channels to provide the Election's results in the most attractive manner.

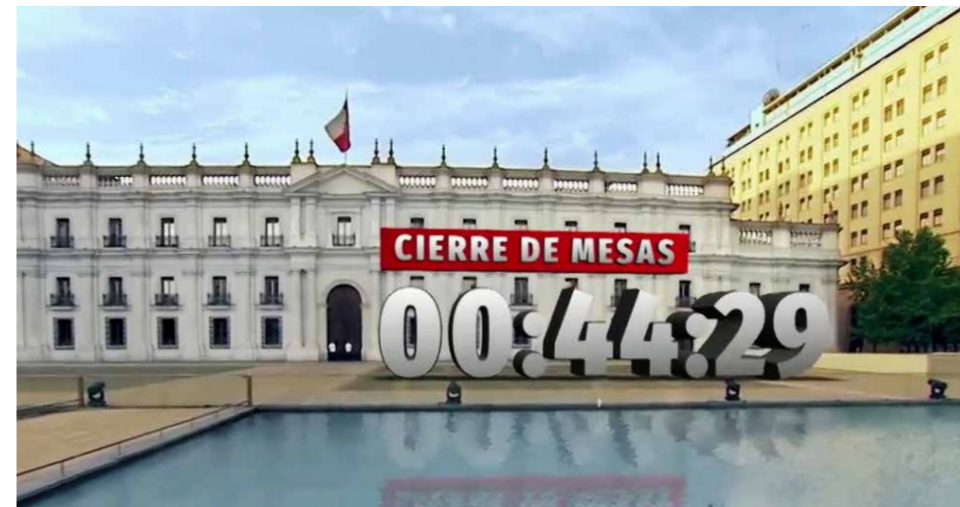
Because of this, TVN, Chile's National Television, decided to go for the most advanced production, including Augmented Reality and 3D graphics interacting with the presenters, for which they counted with the collaboration of Brainstorm. The Spanish company, leading provider

of real-time 3D graphics solutions, Augmented Reality and virtual sets, used with TVN its more than 25 years of experience in producing Elections coverage.

The setup was designed to use Augmented Reality graphics provided

by InfinitySet, Brainstorm's advanced virtual set and augmented reality solution, which included real-time mapping over real surfaces and data-driven graphics, using data directly coming from the official Election sources. Several cameras were used, including a tracked crane to generate fully realistic and spectacular flies and travelling over the scene, which maintained accurate perspective at all times. Also, different templates were created, to be filled in in real-time with external data, and scheduled to be played out on-demand as per the production requirements.

Brainstorm's staff worked closely with TVN to achieve, not only an excellent graphics quality, but also to retrieve the external data as



fast as possible, from the Election's official sources, to immediately generate the graphics required at all moments. TVN and Brainstorm used InfinitySet to automatically generate the data-driven graphics and present them within an Augmented Reality environment, where the presenter Gonzalo Ramírez was calling live the different templates, which were automatically filled in with the most updated official data. These templates provided visualization of both the percentages of the involved candidates and other graphic information of the provisional results on each region.

Throughout the whole coverage, InfinitySet provided with the real-time visual representation of the data coming from the official source. Thanks to InfinitySet's capabilities of generating real-time 3D graphics with data coming from external sources, these were displayed as Augmented Reality objects in a real scenario. The graphics were displayed in real-time with automatic data updating, and were perfectly integrated on the scene, including virtual shadows and with movements and perspective accurately matched at any time.

Data were displayed in different

scenarios, including the Casa de la Moneda, the presidential residence, where several real-time data were displayed along with virtual reflections on the frontal pond, in a very realistic manner.

For the second round, TVN generated an even more advanced graphic line, with more complex and spectacular Augmented Reality, if possible, as they were able to focus on less different types of graphics, and dedicated to just two contenders. To display these data, TVN generated a gigantic 3D map of the regions of Chile, fully animatable on-demand, and mapped on the open, outdoor square where the program was being produced, and which provided the data of each region as



the presenter was walking towards them. Additionally, a representation of the Senate was created to display the seats obtained by the different parties, which was also mapped and perfectly adjusted on the floor.

So, finally, TVN was able to provide immediate, accurate and spectacular information, providing the audience with a huge amount of statistical data, presented in a compelling and understandable manner, and also conducted quite in a visually attractive way, which was reflected in the audience's acceptance and rating of the coverage.

"We have produced a complex setup, with extensive use of Augmented Reality, but the results were precise, impressive and attractive for the viewers at home"  
**Mauricio Rojo,**  
 VP Engineering, TVN