



medArt Basel

TURNING VIRTUAL THE LARGEST SWISS MEDICAL CONGRESS

Brainstorm has been key in the virtual production and live streaming of last edition of the medArt Basel medical congress in Switzerland, that was carried out by production company Nominari

Basel University Hospital started organising the Med Art Basel convention, aimed at the German-speaking medical community, 16 years ago, and it is now the largest medical congress in Switzerland, with an average of 2,000 professionals attending in person. Since then, the congress has evolved from a physical

event to a combination of real and virtual content and activities.

In 2020 the organisation faced the necessity of going fully virtual due to the impossibility of hosting a physical event during the pandemic. Initially scheduled for May, the event faced the first wave of the

COVID-19 pandemic and forced the organizers to evaluate its celebration. Production company Nominari Schweiz GmbH proposed the congress organizers the option of deploying virtual production techniques to place the speakers on a virtual set, an idea that was most welcome by the organization. So, the same auditorium prepared for hosting the event was transformed into a virtual set, and the event was streamed live using InfinitySet.

Markus Wallies of ITcon4media, Brainstorm official reseller for the German-speaking countries, provided Nominari with a virtual production kit consisting of an InfinitySet TrackFree™ and a three day-long remote training provided



by a Brainstorm specialist based in Madrid, both in record time. The organisation and Nominari worked with Congrex, the agency behind the production of medArt Basel for the last years, to go through all technical, programmatic and artistic aspects of the virtual production and streaming of the event.

The technical set up consisted only of a TrackFree InfinitySet connected to a fixed camera aiming at the moderators plus two more

fixed cameras for other shots. The InfinitySet mixed the feed from the cameras and the pre-recorded videos that were displayed full screen or on the videowalls of the virtual set, and composed it all in the virtual stage. The virtual set recreated a location in the city of Amsterdam, so the interviewees, who participated from their homes, were tele-transported to the virtual set, where the presenter was able to freely walk around thanks to the TrackFree™ technology.

“The technical set of the congress consisted of a single InfinitySet connected to a fixed camera, for the moderators, and two more for other shots. InfinitySet mixed the camera feeds and pre-recorded videos, displayed full-screen or on virtual videowalls and inlayed it all in the virtual stage.”

Jens Lampe
CEO, Nominari

WORKFLOW DIAGRAM

