



# Vívoro Video & Viña del Mar

## Innovating live music festivals with Augmented Reality

Vívoro Video brought innovative real-time augmented reality graphics to Viña del Mar, one of Latin America's most iconic music festivals. Brainstorm supported this innovative approach with the company's state-of-the-art virtual production solutions.

The Viña del Mar International Song Festival is the most important music festival in Latin America and one of the longest-running music festivals in the world. Held annually in Viña del Mar, Chile, since 1960, it has become a global stage for renowned international artists, emerging talents, and an enthusiastic audience. Broadcast across multiple platforms, the festival has firmly established itself as a landmark event in the international music scene, reaching a global audience of millions all around America and Europe.

For its 2025 edition, Vívoro Video brought real-time augmented reality graphics to the festival, enhancing the visual experience across all six days. With extensive experience in audiovisual production and transmission services, Vívoro Video specializes in delivering cutting-edge

technical solutions for live entertainment, sports, and news productions. Their expertise, combined with Brainstorm's InfinitySet, enabled the smooth integration of augmented reality elements, enhancing the festival's broadcast with stunning immersive graphics.

To bring this ambitious project to life, Vívoro Video worked closely with Brainstorm's production team in a four-month development process, bringing everything together without issues. The setup included four sensorized cameras operating across five synchronized graphic



engines, using Brainstorm's InfinitySet with Unreal Engine 5. This combination allowed for the live launch of 210 real-time augmented reality graphics throughout the six days of festival, thanks to InfinitySet's advanced management of real-time Unreal Engine AR graphics, including advanced features like live refractions and reflections.

To prepare before the event, Vívoro Video configured the optical tracking system, set up the integration between InfinitySet and Unreal Engine, and set up an InfinitySet OnDemand for playout and control of five render nodes. InfinitySet OnDemand allows for real-time operation and controlling several graphic renders for immediate playout, even when last-minute changes

are required. Once on-site, the Brainstorm team helped with the calibration of the four camera systems, which included a combination of Spidercam, Sony PTZ cameras and tripods, and crane-mounted units. Finally, InfinitySet OnDemand ensured a smooth operation, enabling a consistent and high-quality visual output.

The real-time integration of these graphics showcased the precision and reliability of InfinitySet. Brainstorm's technical support played a crucial role in ensuring stability and optimizing performance throughout the event. InfinitySet played a central role in managing the complex real-time graphics needs of the Festival Viña del Mar 2025. Its flexibility and performance made it possible

"Brainstorm has been instrumental in creating a truly innovative experience at Viña del Mar 2025. Not only for the raw power and flexibility of their solutions, but also for their on-site support, which resulted in a show that has become a new reference in the region for live music events".

**Gonzalo Jara**  
Technology and Operations Director, Vívoro Video

to deliver consistent, high-quality augmented reality throughout the six-day event, which proved essential in delivering a consistent and engaging viewing experience for the audience.

