

CASE STUDY

Disguise xR helps Malaysian TV deliver a national first on the country's Independence Day

To mark Malaysia's 64th Independence Day on August 31, 2021, broadcaster RTM (Radio Televisyen Malaysia) telecast the country's first live xR show in which virtual worlds dazzled viewers as in-person celebrations were scaled back for yet another year, due to the coronavirus pandemic.



At a glance

When show producer Sarena Binti Mohd Salleh wanted to do something different for Malaysia's special national day TV programme, she enlisted Stagemaker Sdn Bhd to reach out to ASPC and collaborate on the telecast.

The show's concept involved highlighting the contributions of three key government sectors – defence, healthcare and education – during the pandemic. The show also aimed to salute the frontline workers who worked tirelessly to combat COVID-19.

In this case study, you will discover how Disguise creative studio partner and rental provider Audio Synergy Project & Concepts (ASPC) used on-site support from Disguise reseller Acoustic & Lighting System Pte. Ltd to create a show full of amazing visuals powered by the Disguise xR workflow.



The challenge

Working with a limited time, the show had a jam-packed running order that included a wide range of presentations on the government sectors plus musical performances by leading artists and virtual appearances by Malaysian athletes who recently participated in the 2020 Tokyo Olympics.

As the show required many different settings for each element, it was determined that only extended reality workflows could bring it to life – without ever needing to leave RTM's Studio 1 at Wisma TV.

ASPC also encountered additional challenges ensuring colour calibration of the physical and virtual set as well as additional issues of latency when switching cameras.



The solution

The ASPC team deployed Disguise GX 2C and VX 4 media servers as well as the RX real-time render node on an in-studio xR stage that was custom-built for the show.

The LED volume enabled hosts and presenters to easily interact with virtual guests and adapt to their unique environments.

With xR, virtual sets could be changed with ease: ASPC built more than 20 environments, including seascapes, tropical fish, cityscapes, country landscapes, a hospital, cars, a tank and even a jet plane.



“We were proud to be part of the first broadcast in Malaysia to utilise this technology. In light of the pandemic and the prohibition of mass gatherings, the show producer was looking for the best way to execute the telecast. We always believe in the best solution to bring a story to life. Extended Reality captures the imagination without limitations and transports the audience to a whole new world.”

Elmsen Maja
Creative Director

The Results

By using the Disguise xR workflow, ASPC was able to ensure full system functionality within a short and intensive timeframe.

By introducing appropriate planning of the colours and virtual sets during content development as well as in the production workflow, the team managed to deliver a first-of-its-kind TV programme for the region, that created national interest on Malaysian TV.



Success

RTM became the first broadcaster in Southeast Asia to make use of xR technology in a national TV production.

The vibrant virtual environments created a sense of celebration as Malaysia emerged from a challenging period in its national history.



Disguise equipment used



VX 4

Optimised for playing up to four times uncompressed 4K60 and lossless 10-bit video, the VX 4 powers content of the highest quality at any scale.

Find out more →



RX

RX is our dedicated system for hosting content render engines, enabling new possibilities for scale out rendering.

Find out more →



GX 2C

The GX 2C media server delivered dynamic Notch video content across the show's innovative visual canvas.

Find out more →

In Partnership with

xR Production company + Creative Content: ASPC Group
Main Contractor: Stagemaker Sdn Bhd
Broadcaster and Studio Facility: Radio Televisyen Malaysia (RTM)
Show Producer: Sarena Binti Mohd Salleh
Project Manager: Nazrul Embia Bin Nazarudin
Content: ProlificLv Studios Sdn Bhd
Lighting: Flipout Productions Sdn Bhd
Audio: Stagemaker Sdn Bhd



Get in touch

**Curious to know more about us?
Want to master our production toolkit?
Need support on your project?**

Our team will be happy to speak to you,
whatever your query.

Get in touch

Get Started