



CASE STUDY

AOIN uses Disguise xR for an unforgettable 5G Courtside Concert Series at AT&T's NBA Conference Finals

AT&T, the Official 5G Wireless Network Partner of the NBA and presenting partner of the NBA Conference Finals, offered a unique connected music experience to fans with its NBA Conference Finals 5G Courtside Concert Series.



At a glance

In this case study you will discover how xR technical specialists All of it Now (AION) used the Disguise xR workflow to execute a very special music series for basketball and music fans alike. You will also learn how, in this process, brand new tools were developed by Disguise to deliver this creative vision.

The four-part series, starring two-time Grammy-nominated Cordae, rising star CHIKA and hip-hop legends 2 Chainz and Big Sean, featured groundbreaking extended reality (xR) visuals on completely virtual stages. Portions of the performances aired on TNT and ESPN's broadcast coverage of the NBA Conference Finals, and full performances were released online following the telecasts.

Disguise partners AION joined forces with sports marketing and talent management company Wasserman Media Group, PRG Production Studios (who provided their xR stage and some technical crew and camera operators), and Flight School Studio (who crafted the show content in Unreal Engine and Notch). They worked hand-in-hand to create discrete environments for each artist that matched their aesthetics and performance styles. Interactive xR elements engaged with the artists. DMX components enabled the lighting to respond to the performances as well. Each musical experience functioned much like an in-person show with an added virtual layer on top.



The challenge

Initially, the pandemic precluded shooting the four courtside performances in person. In addition, building out the unique physical environments for each artist would have been costly and time-consuming, not to mention the logistics involved in coordinating the schedules of four busy artists. Thus, xR became the logical choice to bring this concept to life. AOIN armed itself with four Disguise GX 2C media servers and headed for PRG's xR studio in Los Angeles. Danny Firpo served as remote xR Project Manager for AOIN and Berto Mora, Anthony Vasquez and Izzy Medina were the on-site xR Engineers.

For AOIN, the challenge was integrating the clients' post-production pipeline so everyone was on the same page. AOIN had worked with all of the principals before but this new project featured some new elements, such as DMX integration and the use of stYpe's Follower people and object tracking system to ensure the virtual environment responded to the artists' movements. This required some re-education of the parties. Raw stYpe camera tracking simply wouldn't work for post. Tracking data was now required.



The solution

During this project, Disguise developed a new timecode recorder to allow real-time data to be sent from stYPE Follower to Disguise to facilitate xR calibration and recording with extra coefficients.

Disguise also provided Notch support enabling AOIN to use just one system for both Unreal Engine and Notch content rendering with no additional dongles. Using the compressed workflow of Unreal Engine through the GX 2Cs with Notch helped maintain creative continuity and produce a more cohesive look.

A key feature for AOIN was the exposed parameters now included within Disguise RenderStream. They helped AOIN to control interactive graphics and the system directly from the timeline. No more need to create OSC controllers and use other types of software for this kind of control and integration. Especially useful was the ability to expose positional properties to enable objects within the scene. Switching maps from the Disguise timeline also gave AOIN all sorts of new control capabilities.



“The new timecode functionality is the best example of what Disguise can provide that others can’t. Also, being able to integrate both Notch and Unreal into an xR project is another. I don't think that there are many other platforms that could support both as seamlessly as Disguise did. That kind of support in creating a custom tool for a project, or in developing an existing tool for a specific use case, is a really good example of how Disguise is a unique partner.”

Berto Mora
Producer

The results

AOIN felt the courtside performances showcased clients and artists' excitement about xR. In fact, the immersion and interaction of the artists with their virtual stages is making them think about the potential of incorporating xR into their live shows.

AOIN was pleased to gain the ability to utilise stYpe Follower with Disguise. Being able to have the tracking system follow an interactive graphic was something new, and an achievement they are sure to take forward to more projects.



Success

AOIN believes that having Wasserman, PRG and Flight School return to work on another xR project was not only a testament to the work AOIN does but also an example of the confidence that clients are starting to have in xR production and xR workflows using tools like Disguise.

For the courtside performance series, Wasserman demonstrated trust in their creative partners to get the most from xR technology. Content creator Flight School understood what was needed for the ever-evolving post-production pipeline. AOIN also upped the ante to make the xR experience even better than before by adding new technology and new features. Disguise supported this by developing and delivering the tools to make it all happen.

1

month turnaround
for the project

4

artists both
established and
upcoming

2

NBA Conference
Finals streamed
the performances



Disguise equipment used



DESIGNER

Designer is the ultimate software to visualise, design, and sequence projects at every stage, from concept all the way through to showtime.

[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 technical specialists: All of it Now

xR content specialists: Flight School Studio

Production Studio: PRG Studios

Sports Agency: Wasserman

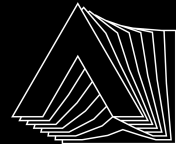
All Of It Now

Onsite xR Engineers: Berto Mora, Anthony Vasquez and Izzy Medina

Remote xR Project Manager: Danny Firpo



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Need support on your project?**

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

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