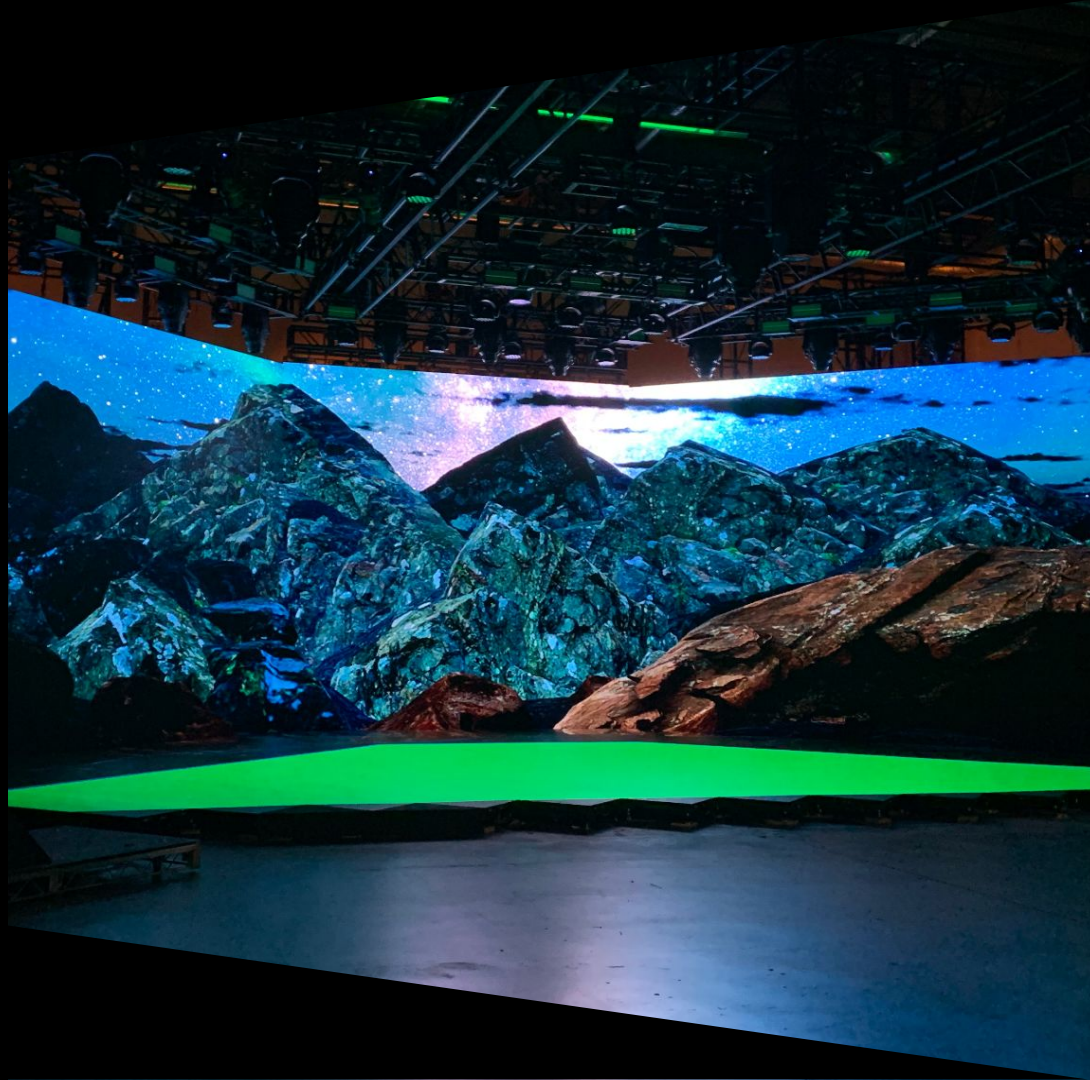




CASE STUDY

Disguise xR powers the 20th Anniversary Honda Civic Tour

Honda fans got a preview of the all-new 2022 Civic during a live streamed concert from a Grammy and Academy Award winning artist. The 20th Anniversary Honda Civic Tour, broadcasted on Twitch, was powered by Disguise xR with changing virtual landscapes enhancing the artist's performance and sharing the first glimpse of the new car.



At a glance

In this case study you will discover how the project's creative and technical partners Sixdegrees, Immanent and All of it Now (AOIN) used the Disguise xR workflow to deliver the real-time, live worlds for the unforgettable livestream.

The concept for this year's Honda Civic Tour – something the automaker have been doing for 20 years – called for three realistic virtual environments: a city that transforms into a jungle, a red-rocks cave interior and a mountain top.

Virtual production experts Sixdegrees and All of it Now (AOIN) worked with content creators at Immanent to mingle the artist's live transitions with a 3D model of the car shown with visualisations. The live nature of the show meant that all teams worked together to deliver a flawless live, real-time rendered extended reality livestream.



The challenge

Sixdegrees had four to five months to determine how to create the virtual production elements and choreograph them live with the lighting, music and the unveiling of the new car. The project was a major production with 150 people involved and 95 people on set.

Deliver a seamless live experience

The content creation team at Immanent crafted 3D worlds for three stages in Los Angeles used in the live streamed event. This proved to be an important test for Disguise and the camera-tracking technology, which had to work flawlessly in a live, raw world instead of a shoot that was heavily produced and edited later. The calibration and changeovers had to be seamless.

“For the Honda Civic Tour we thought that xR was the right way to bring some of the excitement of a live event to fans but with a new canvas that brought together the music, the performance, and rich, virtual content. It created something different from what we are used to,” noted Juan Santillan, Executive Producer with Sixdegrees.



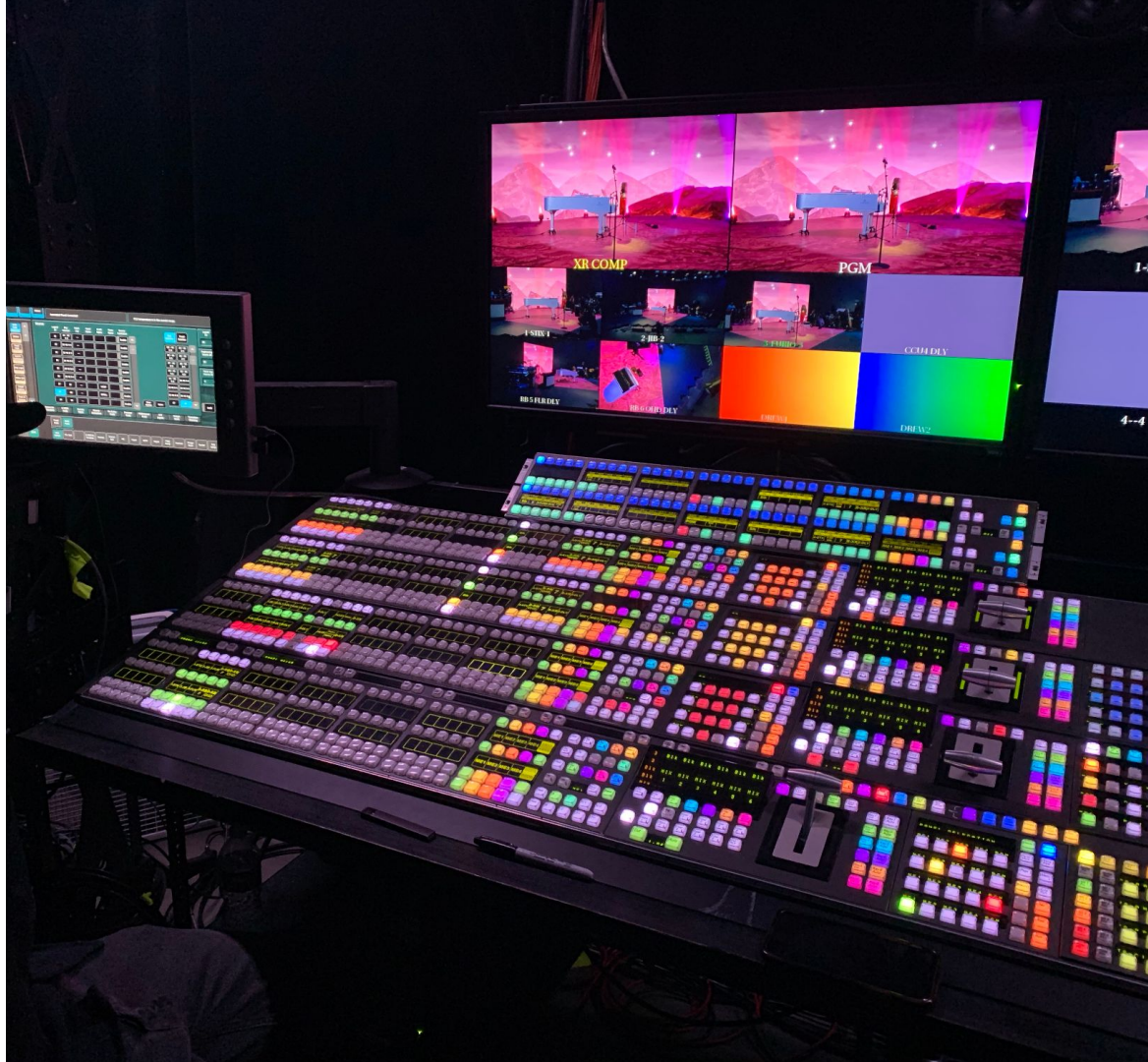
The solution

xR experts AOIN used a Disguise VX 2 media server as the director to render the xR feeds and a VX 4 to render the LED video wall and floor feeds. An RX machine was used in the uncompressed 25G mode, along with Mellanox MSN2010 switches, to achieve better image quality and colour reproduction. Since failover was not an option on the live broadcast, a second VX 4 and an additional RX machine were run in separate sessions in case the primary server had any issues.

Complete creative freedom

“We used Disguise’s new virtual zoom feature to great effect on this project, which gave us more freedom of motion to explore the 3D worlds,” explained Danny Firpo, the Producer from AOIN. “Live DMX was used to control virtual DMX fixtures as well as other elements within the world.”

“Real-time camera switching was also a crucial element for the success of this project: It gave the director the freedom to switch cameras as if it were a standard live show,” he continued. “We used the IoCore 2 box to receive a camera tally and convert to OSC for camera switching, and it worked flawlessly.”



“Using xR tools [for a live performance] was definitely a step forward for the team, and so many people helped us make sure there was a smooth transition into that workflow. We were able to create real-time rendered content that could be adjusted on the fly. Disguise has the highest set of standards for this type of production. I can't imagine doing this event without it.”

Juan Santillan
Executive Producer and CEO

The results

“Disguise was the least of our technical concerns on this project. The new xR software that Disguise has been working on means the right tools are available, and the tools are more capable than ever,” Santillan revealed.

Speed and efficiency

“We had anticipated up to a minute or two to transition into the three different environments. After we optimised the solo environments and set them up for level streaming it ended up taking only about 10 seconds to transition from one scene to another. I was kind of amazed that we were able to move that fast!” said Drew Best, CEO of Immanent.

One of the standout features from Disguise was how the calibration process was so much easier. The colour values from the LED tiles matched the virtual world. The Disguise workflow made sure that the camera on the jib matched the screen content. This reliability made it easier to deliver a production of high quality.



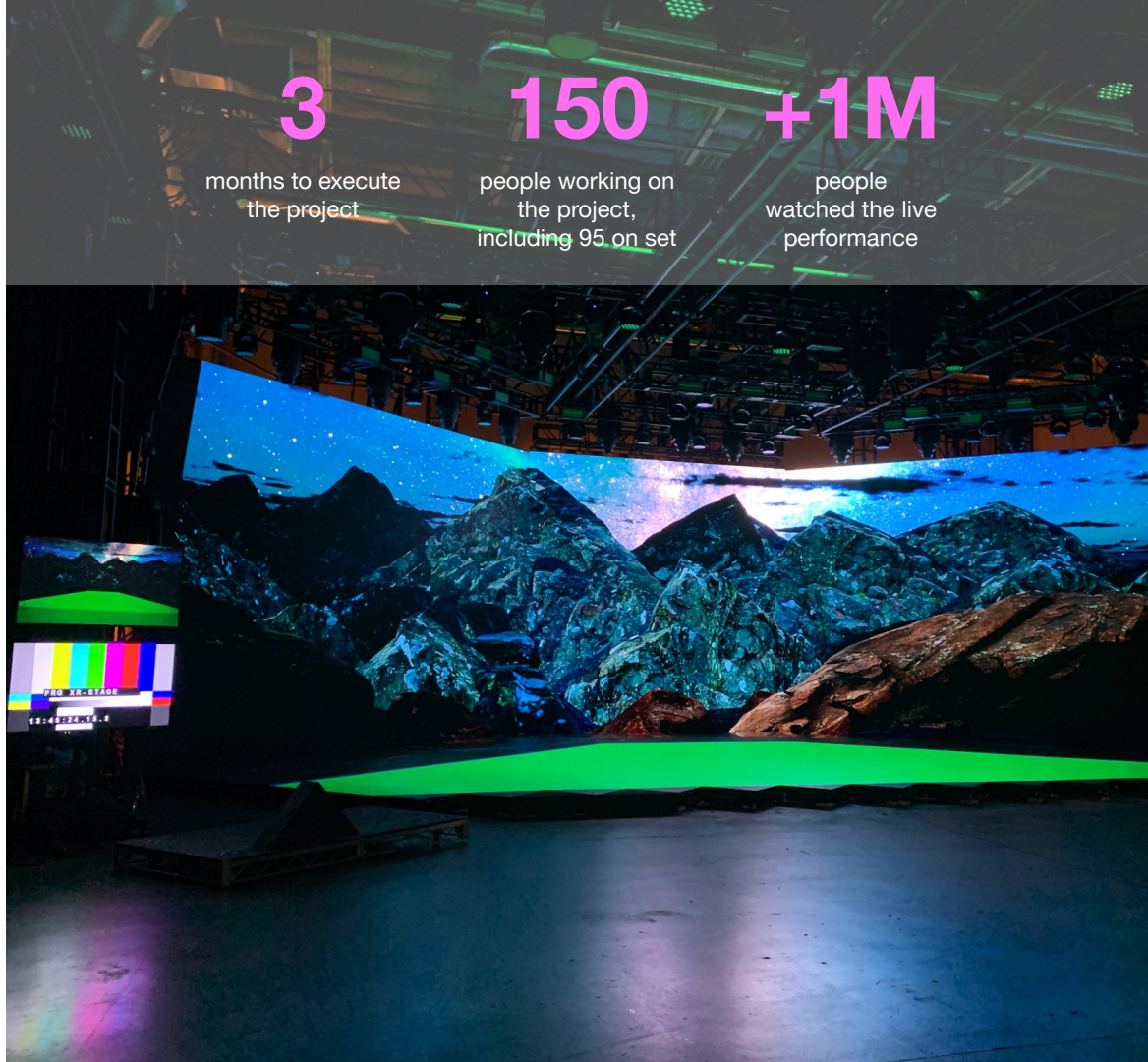
Success

“Even when we come back to full live music festivals and concerts, we will still see a huge upgrade in what’s happening with the streaming world for audiences who can’t afford to travel around the world to see a show. All promoters have really ramped up their streaming production teams and put a lot of importance on them,” Santillan added.

“Using the types of tools we did for the Honda Civic Tour in combination with a live event will really enhance that experience in the future.”

Watch the livestream highlights

[Watch now](#)



3

months to execute
the project

150

people working on
the project,
including 95 on set

+1M

people
watched the live
performance

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 →



VX 2

Building on the strength of the VX 4, the VX 2 gives you the freedom to build out your technical capacity depending on the size of your production.

Find out more →



RX

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

Find out more →

In Partnership with

Six Degrees

Executive Producer: Juan Santillan

Producer: Lauren Ciell

Production Manager: Allison Acevedo

Stream Director: Tom Sullivan

Show Director: Tom Kirk

Tech Manager: David Lacombe

Streaming Engineer: Azuolas Sinkevicius

Graphics Operator: Zach Sutherland

Immanent

Visual Content Director: Drew Best

Visual Producer: Tara LaPlante

Technical Director: Brady Villadsen

Unreal Artist: Ben Leonard

Unreal Artist: Colin Strang

Unreal Artist: Andrew Williams



SIXDEGREES

IMMANENT

In Partnership with

All Of It Now

Tech Director: Berto Mora

AOIN Producer: Danny Firpo

Disguise Technician: Anthony Vasquez

Unreal Editor: Izzy Medina

PRG North America

Studio Project Manager: Brad Hill

Account Executive: Francesca Benevento

VP of Production Services: Jeroen Hallaert

CEO Music: Randy Hutson

Media Server Operator: Naoki Ogawa

LEAD LED Technician: Dave Kiepert

Camera Shader: Randy Schafer

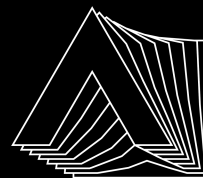
Lighting Programmer: Chad Smith

Jib Operator: Drew Welker

Furio Operator: Noel Galan

Camera Operator: Dan Mardoyan

Robo Operator: Richmond Aspreco



ALL OF
IT NOW



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