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PRESS RELEASE

04/05/2018

Belgian public broadcaster VRT engages and immerses audiences

From the 9th to the 12th of April, NAB invites Belgian public broadcaster VRT to exhibit the results of two research projects, funded by the European Commission and Flanders Innovation & Entrepreneurship, in the Futures Park. Focusing on co-creation, interaction, and immersion, these projects look into new ways for utilizing novel technologies and formats to engage users in the creation and experience of events and media.

The two projects, called [MOS2S](#) and [ImmersionTV](#), can be found at the Futures Park in the North Hall, at booths N1539FP and N2134FP.

Extending live event experiences with user-generated content

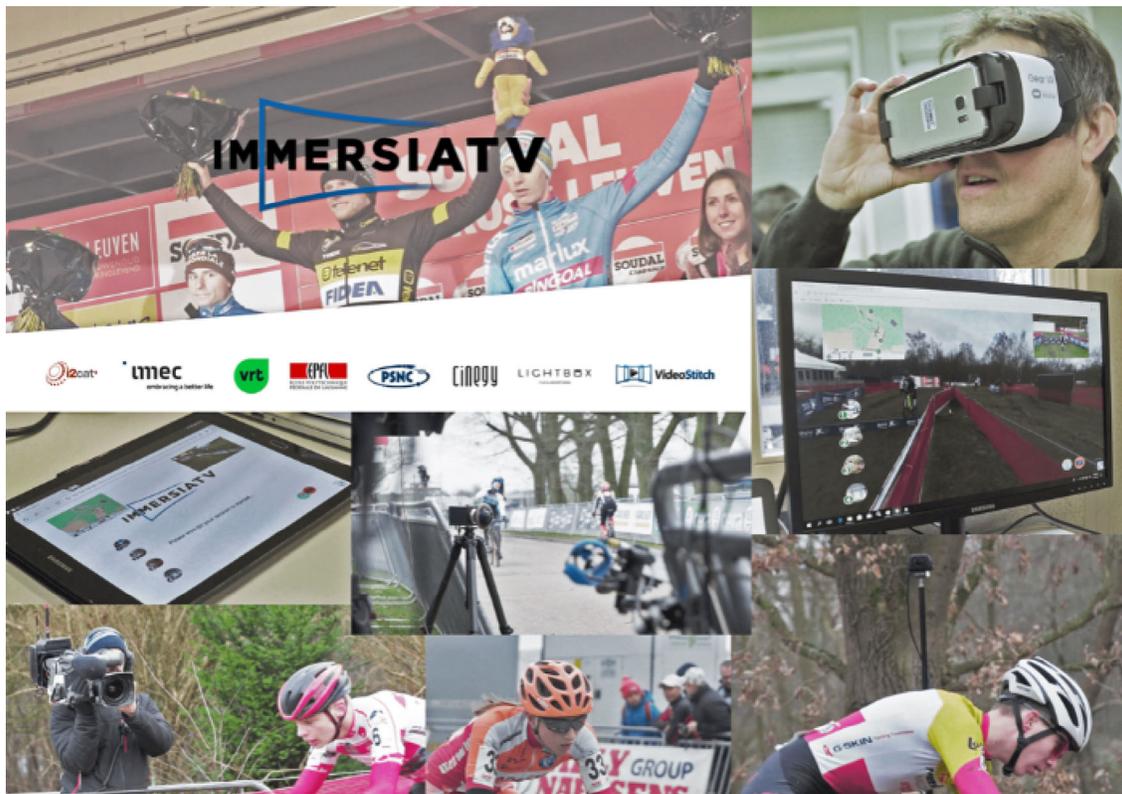
MOS2S is aimed at enriching live event fan experiences. The project is driven by an international and industry-led consortium of 15 partners, led by TNO and spanning 4 countries (The Netherlands, Belgium, The Republic of Korea and Turkey). In cooperation with project partner Kiswe, VRT's focus is to enable event audiences to co-create the experience with user-generated content, interactivity and live interviews. The project builds upon "[Wall of Moments](#)", an interactive mobile app developed by VRT, that enables event visitors to upload photos and videos of moments that professional cameras cannot always capture. By sharing a live stream of photos and videos, event organizers are able to interact with the audience and capture the unique experience and atmosphere of their event, through the eyes of the visitors, for their friends

present or at home to enjoy. The Wall of Moments is also demonstrated at NAB.



Innovative and immersive broadcast content

ImmersiaTV extends traditional tv broadcast content with omnidirectional video experiences, synchronously published on tablet and head-mounted display. Viewers are literally able to jump into the action during a live broadcast event, such as sports or entertainment, and experience unique places as “the best seat in the house”. ImmersiaTV delivers a full production and distribution pipeline that can be integrated in traditional broadcast environments.



Innovation at VRT

VRT's innovation department is constantly on the lookout for innovative technologies, workflows and formats to help build the future of media. This includes more immersive viewing experiences, personalised radio, and innovative news and program formats engaging communities everywhere and at all times, customized to the right platform and user context. By collaborating with European research institutes, technology companies and media organizations during multiple projects, VRT Innovation develops and shares its expertise, insights and products that shape new media experiences.

End of press release

VRT Innovation

The innovation department of public broadcaster VRT researches opportunities and challenges for media innovation. In collaboration with Flemish and European partners, the team conducts research projects of two to three years to shape the future of radio, tv and digital productions. The eventual research results and new technologies contribute to the daily activities of VRT as well as other media organizations.

CONTACT

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