

Intel Delivers Truly Immersive Sports and Entertainment Experiences with Debut of Volumetric Content Studio

Jan. 8, 2018 — Intel Corporation today announced the debut of [Intel Studios, a newly constructed, state-of-the-art studio](#) dedicated to the production of large-scale, volumetric content for the next-generation of immersive media. Located in the heart of the entertainment industry in Los Angeles, Intel Studios features the world's largest volumetric video stage and a comprehensive post-production and control facility powered by the latest technology from Intel.

Reimagining Storytelling with Cutting-Edge Immersive Media

Similar to [how data is transforming so many aspects of our daily lives](#), it is also driving a revolution in media: giving rise to the era of immersive media. Today's consumers crave more personal and interactive experiences – experiences they can control and interact with. Experiences that will now be possible with Intel Studios.

Immersive media opens a new world of storytelling possibilities with the ability to [film from perspectives like never before](#). Directors can now imagine scenes not just from the outside looking in, but from an inside-looking-out perspective. Viewers can be placed in the middle of the action, be given the ability to view from any perspective, and ultimately control the experience as they want. Imagine a western action scene where the viewer gets to watch from the perspective of the hero or the villain, be involved in the choices the character makes, and ultimately impact the outcome of the overall story.

Inside Intel Studios

Intel Studios is an unparalleled immersive media hub, featuring a 10,000-square-foot dome for the capture of volumetric video. Volumetric video is the capture and rendering technique behind Intel True View technology, which is used to create this new immersive content. The process begins with a camera array that captures height, width and depth data of all the action within a scene to produce voxels. That information renders a virtual environment in spectacular, multi-perspective 3D that enables users to experience a captured scene from any angle and perspective and can provide true six degrees of freedom in AR/VR experiences.

Creating lifelike immersive media requires the ability to process massive amounts of video data. Intel Studios is enabled by Intel's unmatched technical resources and expertise, compute power and data center processing to bring data to life. The studio sends captured volumetric content data over five miles of fiber cable to custom Intel-powered graphics workstations and servers with the ability to crunch over 1TB of data every 10 seconds.

Additionally, Intel Studios offers an end-to-end volumetric content production capabilities with pre/post-production, production, set design and visual effects capabilities available on-site. Content can be tailored for use across a variety of platforms including AR/VR HMDs, mobile apps, online and more.

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