

VIZOO

A BRAND OF CPP STUDIOS

VIZOO  CPP STUDIOS

FreeFormat™

FreeFormat is a gauze material that, by means of an “invisible” screen, allows pseudo-holographic elements to appear on a stage. At an optional width and up to 3 meters high, it is possible to create interaction between seemingly free-floating content and real objects or people.

The combination of content generated in real-time makes previously unthinkable product presentations possible, with objects responding to gestures or applications controlled by a moderator. FreeFormat enables real and virtual characters to perform seamlessly together onstage. Depending on the size of the installation, products as large as a life-size vehicle or an assembly line can appear before the eyes of an astonished audience.

The virtual performances emerge through back projection on the gauze. When illumination is adjusted to this system, a compelling fusion of virtual content and stage performance can be achieved.

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SPEAKERS REPRODUCTIONS

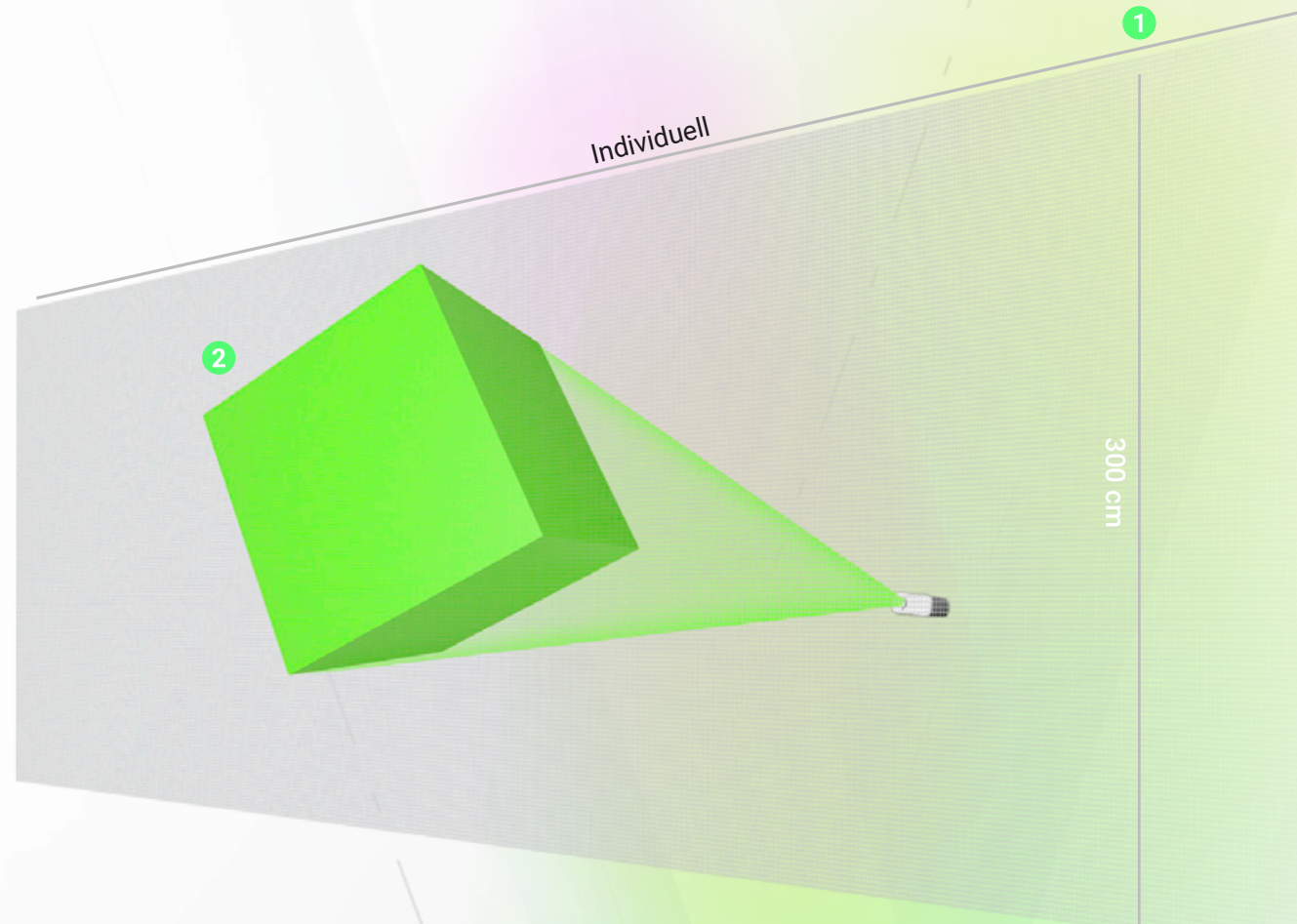
PRODUCT LAUNCHES

TRAID FAIRS

HOLOGRAM TRAINING

PROMOTION

VIRTUAL PERSONS ON STAGES



1
Screen size:
standard height 3m for unlimited
width (larger installations are
also available upon special
request)



Gauze mounting:
are adapted to production requi-
rements. Available options:
rolling systems, frame sections or
scaffolding, fixed or folding
frames



Installation depth:
depending on the desired projec-
tion size or position, number and
lens of the respective projector(s).



2
Resolution:
depending on projector

FreeFormat™

FREEFORMAT IN OPERATION

Setting up an installation is easy to use and can be integrated within many presentation situations. Be it on an exhibition stand, in a black box, or stage setup - FreeFormat is ideal for implementing large-scale productions. Bright environments require a darkening of the stage (Black Box). The gauze consists of very light material, which should be stretched across frames, or mounted on brackets, and sheltered from adverse environmental conditions as well as any direct contact. The best projection quality is achieved with projection brightness and high resolution. Full-HD or 4K projections can be easily used.

Typical applications

Speakers or moderators reproductions, Product launches, Trade fairs, Spatial design, Hologram training, Hologram conferencing, Upgrading presentations, Point of Sale, Promotion, Virtual persons on stages.

Content information

To achieve the best possible pseudo-hologram effect and present your content as dynamically as possible, we advise developing a visual concept that incorporates the system's technical features. The illusion of objects floating freely in space is most convincing when all elements of the visual content, without margins, are kept in constant motion before a black background. High-contrast, radiantly-colored image content provides the finest presentation result, as the semi-transparent gauze reduces projection brilliance. Basically, this projection system enables video films, animations and 3D objects to be presented, when these are adjusted to the system's technical requirements. The required resolution depends on the respective hardware used.

If you would like to realize a stage presentation with FreeFormat

We offer you full support in content development and advise you on how to achieve the best possible presentation results. Alternatively, we offer an additional full-service, which encompasses conception as well as the creation of content based on your data, up to and including installation of the system.

You have your own animations or 3D objects, which you would like to present with FreeFormat technology?

Here, too, we are happy to provide support for the system-optimized generation of your content. To create animations, we require your 3D project data in a polygon format of current 3D Software, e.g. Maya (.mdl), XSI (.xsi), 3D-Studio-Max (.max), Wavefront Object (.obj), Cinema4D (.c4d) or Modo (.lxo).

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