

Russ Williams

First ever LIVE 3-D Hologram Public Broadcast across the Atlantic

Experiencing a New Dimension in Visual Communications

Previously a sci-fi technology limited to Star Trek and Star Wars, 3-D holograms are now a reality and can be used as a tool for live, interactive meetings between performers and their audiences who are based in different locations. **Russ Williams** will today (19/6/09) be the world's first live 3-D hologram to be broadcast across the Atlantic, from London to Orlando. The live US audience will see and hear Russ performing his comedy as a hologram on stage, whereas in reality he is live on stage in a London studio, from where he can see, hear and interact with the US audience.

The company behind the 3-D Hologram - Musion

Musion Systems is the 3-D holographic screen projection company behind the widely seen pre-recorded virtual images of Sir Richard Branson, cartoon band Gorillaz, Madonna, Al Gore and HRH Prince Charles. Today it is again showcasing life-size 3-D holograms, but the difference this time is that they are live, made possible by creating the world's fastest high definition (HD) video public broadcast system.

[For more information please go to www.musion.co.uk]

The company behind the high-speed network - MASERGY

The company that's enabled the live broadcast (rather than a pre-recorded hologram) is MASERGY, which provides the network that optimises the delivery of a Global HD video signal at high speed for a crisp and jitter-free image. The live link is between London and Florida, Florida because it's at InfoComm 09 where various next generation Telepresenceⁱ technologies are being demoed. London is the location of Musion's studio, at Portland Place, where MASERGY has fixed a permanent network connection specially configured to transmit holograms.

[For more information please go to www.masergy.com]

Technology providers

This event today has been made possible through Musion partnering with a combination of the most advanced technology providers in their specific fields:

- The unique and patented 3-D holographic technology developed by Musion [www.musion.co.uk], called Eyeliner, is being staged by its strategic US reseller, Illusio Technologies, Inc. and their technical partner, AV Concepts [www.illusiotechnologies.com]
- Video projection will be carried out by Christie Digital, combining HD chipset and rich color saturation to enable smaller objects to enlarge to giant size proportions with incredible eye-popping detail [www.christiedigital.com]
- MASERGY will provide a high-speed global network connection that optimizes the delivery of an HD video signal, for a jitter-free, lifelike experience [www.masergy.com]
- HaiVision will be providing the low latency transmission codecs, which combine high definition video compression with the lowest latency performance available [www.haivision.com]
- AV Concepts, a national rental and staging partner, will manage the technical production [www.avconcepts.com]

ⁱ Telepresence (TP) is the next generation of video conferencing (VC), whereby the visual and sound quality is far superior to traditional VC solutions, to make the participants feel as if they are in the same room, when they are in fact all in different locations. TP uses high-definition (HD) screens, life-size images, and CD-quality audio, transmitted using video-prioritised networks with high bandwidths. TP technology enables the live broadcast of the 3-D hologram because the HD signal requires high bandwidth and a video-prioritised network configuration.