

PRESS RELEASE

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IFA 2015: Fraunhofer HHI's OmniCam-360 provides panoramic content for VR glasses

Panoramic UHD experiences at IFA in Berlin: Virtual Reality and football player detection for Second Screens

Virtual Reality is trending – but too often newly designed content is missing for the latest generation of data glasses. The OmniCam-360 of the Fraunhofer Heinrich Hertz Institute is a field-tested solution for filling this gap.

The OmniCam-360 is a worldwide unique system for recording high-resolution video panoramas. For instance sport or musical events can be experienced in an Ultra High Definition (UHD) panorama up to 360 degrees. The latest development makes it possible to provide this UHD panoramic content for so-called Virtual Reality glasses. Thanks to the real-time solution of Fraunhofer HHI, the ten single camera segments are smoothly composed to an UHD video that can be transmitted live to VR glasses.

This video experience can be seen at the “Internationale Funkausstellung” (IFA) in Berlin. In **Hall 11.1, booth 3**, the Fraunhofer HHI presents the OmniCam-360 and live streaming to Virtual Reality glasses.

UHD-Zoom, another panoramic application scenario by Fraunhofer HHI, can be seen at the booth of the German TV-Platform (**Hall 11.1, booth 12**). It offers viewers additional control and functionality on a tablet, the so-called second screen – including interactive zoom and navigation. For football matches, this app enables automatic player detection to be used for player highlighting, as well as individual player tracking. It provides simultaneous but individual content consumption for multiple users.

The **Fraunhofer Heinrich Hertz Institute** is a world leader in the development of mobile and fixed broadband communication networks and multimedia systems. From photonic components and systems through fiber optic sensor systems to video coding and transmission, the Fraunhofer HHI works together with its international partners from research and industry. www.hhi.fraunhofer.de

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