

PRESS RELEASE

PRESS RELEASEFebruary 17, 2017 | Page 1

VR experience at Berlinale 2017 – on the red carpet with the OmniCam-360 from Fraunhofer HHI

The Fraunhofer Heinrich Hertz Institute HHI in cooperation with ARRI has produced a 360-degree video on the red carpet outside the Berlinale Palast on the occasion of the 67th Berlinale. Visitors of the Audi Lounge on Potsdamer Platz not only had the opportunity to sit in the driver's seat of the Audi Q7 afterwards but, with the help of virtual reality glasses, could drive themselves to the movie premiere over the red carpet. This gave the user the feeling of driving past rows of fans like a movie star. The high-resolution, 360-degree recordings were taken with the OmniCam-360 from Fraunhofer HHI.

The OmniCam-360 is a development of the Fraunhofer Heinrich Hertz Institute, which was optimized in cooperation with ARRI for use at Berlinale with Alexa mini-cameras. The system consists of six Alexa mini-cameras arranged in a mirror frame to record a 360-degree panorama of unrivalled quality. Five cameras form a ring panorama while the sixth camera represents the zenith. The system also includes a workstation that generates a livestream of the panorama in HD and UHD resolution, and software plugins for After Effects® used to subsequently render the panorama in film quality.

Based on the proven ARRIRAW recording format, this high-quality panorama sets itself apart with a native resolution up to 14K x 3K, high dynamic range imaging and full synchronicity of all cameras. In the course of cooperative research, ARRI and Fraunhofer HHI are evaluating application scenarios in the fields of film and VR production on the basis of field tests, making further improvements to the system, and establishing fundamentals for a joint business model.

Innovations for the digital society of the future are the focus of research and development work at the **Fraunhofer Heinrich Hertz Institute HHI**. In this area, Fraunhofer HHI is a world leader in the development for mobile and optical communication networks and systems as well as processing and coding of video signals. Together with international partners from research and industry, Fraunhofer HHI works in the whole spectrum of digital infrastructure – from fundamental research to the development of prototypes and solutions. www.hhi.fraunhofer.de

The Fraunhofer-Gesellschaft is the leading organization for applied research in Europe. Its research activities are conducted by 69 Fraunhofer Institutes and research units at locations throughout Germany. The Fraunhofer-Gesellschaft employs a staff of some 24,500, who work with an annual research budget totaling 2.1 billion euros. Of this sum, 1.9 billion euros is generated through contract research. More than 70 percent of the Fraunhofer-Gesellschaft's contract research revenue is derived from contracts with industry and from publicly financed research projects. International collaborations with excellent research partners and innovative companies around the world ensure direct access to regions of the greatest importance to present and future scientific progress and economic development.

Press Contact: **Anne Rommel** | anne.rommel@hhi.fraunhofer.de | phone +49 30 31002 353

Technical Contact: **Christian Weißig** | christian.weissig@hhi.fraunhofer.de | phone +49 30 31002 517