



Zero Density

# Company Overview

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## OUR VISION

*Breaking the mold in the industry, Zero Density points to the future of the media with its augmented reality and virtual creation solutions. It acquires the vision of bringing future to the present by focusing on the latest technologies in virtual reality.*

## OUR MISSION

*Zero Density adopts the mission of enabling the presentation of unique and perfect broadcasting to the millions of viewers all around the world with its photo-realistic virtual solutions powered by Unreal Engine technology.*

- ❑ Established in 2014 by 4 founder
- ❑ Founders have 15+years Experience & Knowhow in Broadcast Industry
- ❑ Headquarter is in İzmir, offices in Brussel & Las Vegas
- ❑ Game changer & market leader for Virtual Studio Market
- ❑ New school company with the good understanding of the future
- ❑ Creative solutions for the industries such as broadcasting, augmented reality, live events, e-sports and cinema,
- ❑ Strategic partner of **Epic Games** in broadcasting industry.
- ❑ Create the most photo-realistic virtual studios of the world through game technology.
- ❑ Impressive growth momentum & global coverage since the first product release in 2016
- ❑ Strong Client Referances & brand perception
- ❑ Offer the next level of virtual production with real time visual effects.
- ❑ 3 big Industrial Awards within 1 year
- ❑ Dynamic & agile development

# Reality

**Photorealistic Virtual Set & AR Software**  
based on **Unreal Engine**

# Awards

Reality Virtual Studio

**Reality** has won the **Innovation Awards** for Content Creation and the special **Judges' Prize** in **IBC 2017**



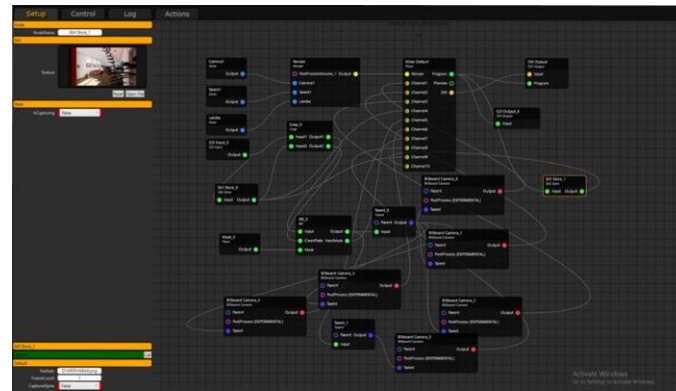


# Key Features

Reality Virtual Studio

## Reality Engine

- Real-time node-based **compositor**
- **Unreal Engine 4** as the graphics renderer.
- **Compositing** in 3D scene.
- No layering techniques needed to place keyed input into **3D Scene**.
- **HDR** rendering using **16 bit** Floating Point precision
- Real-time screen space **reflections** and **refractions** of keyed input
- unmatched **Virtual Set or Augmented Reality Live Real time** render

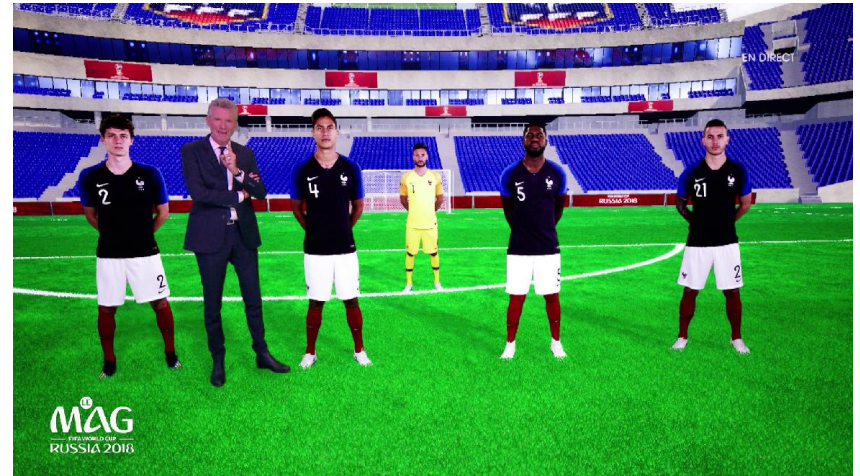




\* Part of references

# TF1 used extensive Augmented Reality tools throughout the World Cup Marathon

## Highlights





RMC Sport has a new virtual set for covering Champions League.



‘Teleportation’ is possible, and distances no longer exist!

[Telefoot Story on ZD Website](#)  
[Eden Hazard interview](#)



## RTBF UEFA Europa League Coverage with AR

[Video](#)



## Fox Sports NASCAR 2019 set “Race Hub” powered by ‘Reality’

### [Teaser](#)



## How **Reality** Engine can improve productions

- Pure software solution , future proof, no HW limitations
- Unreal , Well established Engine among creative young people
- Compatible with 3DMax , Cinema4D, After Effects, ...
- Upgrades and new features 4 times a year
- Internal development of set designs & AR objects : cost reduction
- <https://www.unrealengine.com/marketplace/store>
- 360 degrees virtual set can include different themes in one set
- Easy to implement, Supports all current existing tracking technologies
- No specific operator is needed after installation



Thank you