

NBA VR: Putting Fans Courtside with NBA Legends with Virtual Reality

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WHAT IS NBA VR?

- Interviews with NBA Legends, called **House of Legends**
- Curated NBA footage and 360 VOD
- Interactive Environments and Trivia
- Exclusively on Daydream



WHAT IS UNIQUE?

- Stereoscopic 4K/UHD delivery
- Photoreal environments
- Visual menu structure
- Unique method of high fidelity streaming
- Weekly episodic releases for **House of Legends**



THE WORKFLOW

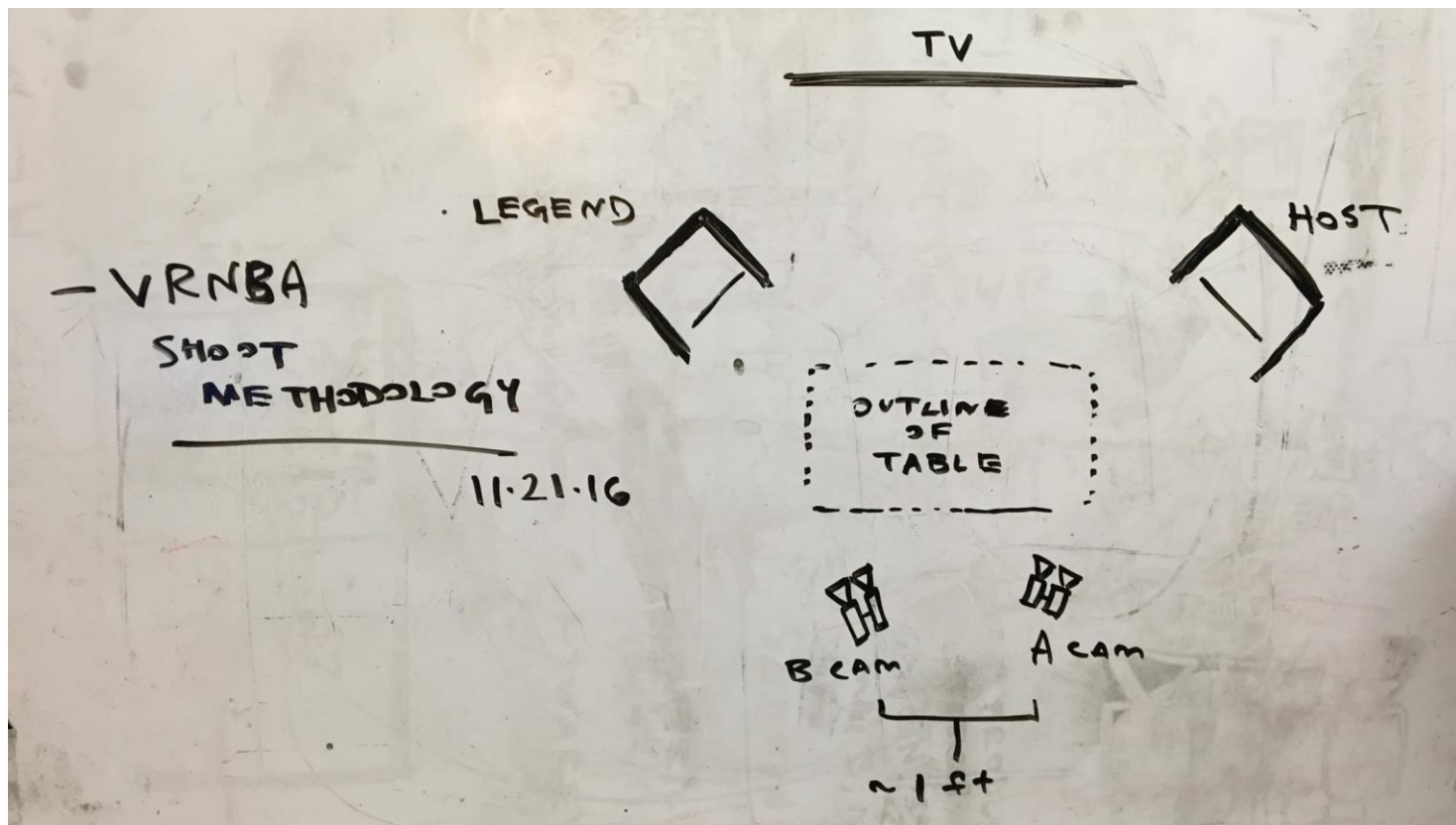
- Pre-Production & Production
- Creative, VR & VFX Development
- App Interaction, CMS & Delivery



PRE-PRODUCTION & PRODUCTION

- Custom stereo rig for Micro Studio Camera 4K
- Manufactured out of aluminum stock and anodized
- Proper IPD of rig match human IPD of ~6.5cm
- Greenscreen stage location
- LOTS of light
- Script, direction, and pitches by Content Studio








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CREATIVE, VR & VFX DEVELOPMENT

- Build environments based on the creative direction
- Develop solutions for technical problems with UHD; aligning cameras, tracking in 3D space
- One million frames of UHD stereoscopic footage
- Weekly deliveries of ~50,000 4K (4096x2048) stereo frames
- Develop solution for high fidelity streaming
- Post production work by Creative Services



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FRAMED JERSEYS



EXPOSED BRICK WALL TEXTURE



LEATHER BUTTON
TUFTED WALL



ADD VARIETY TO
BRICK TEXTURE



CAST IRON METAL RAILS



NBA
LOGO

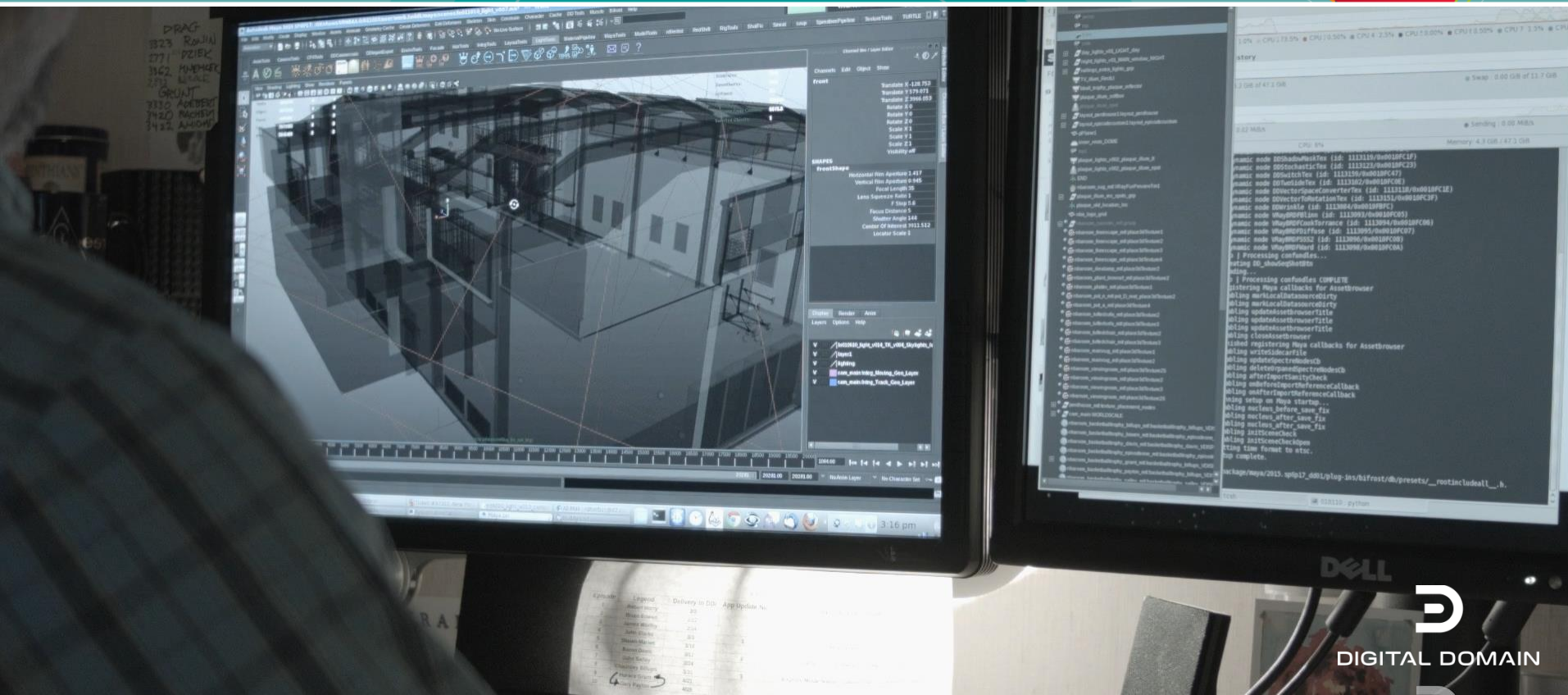


CHEVRON PATTERN



GORDON ARM CHAIRS

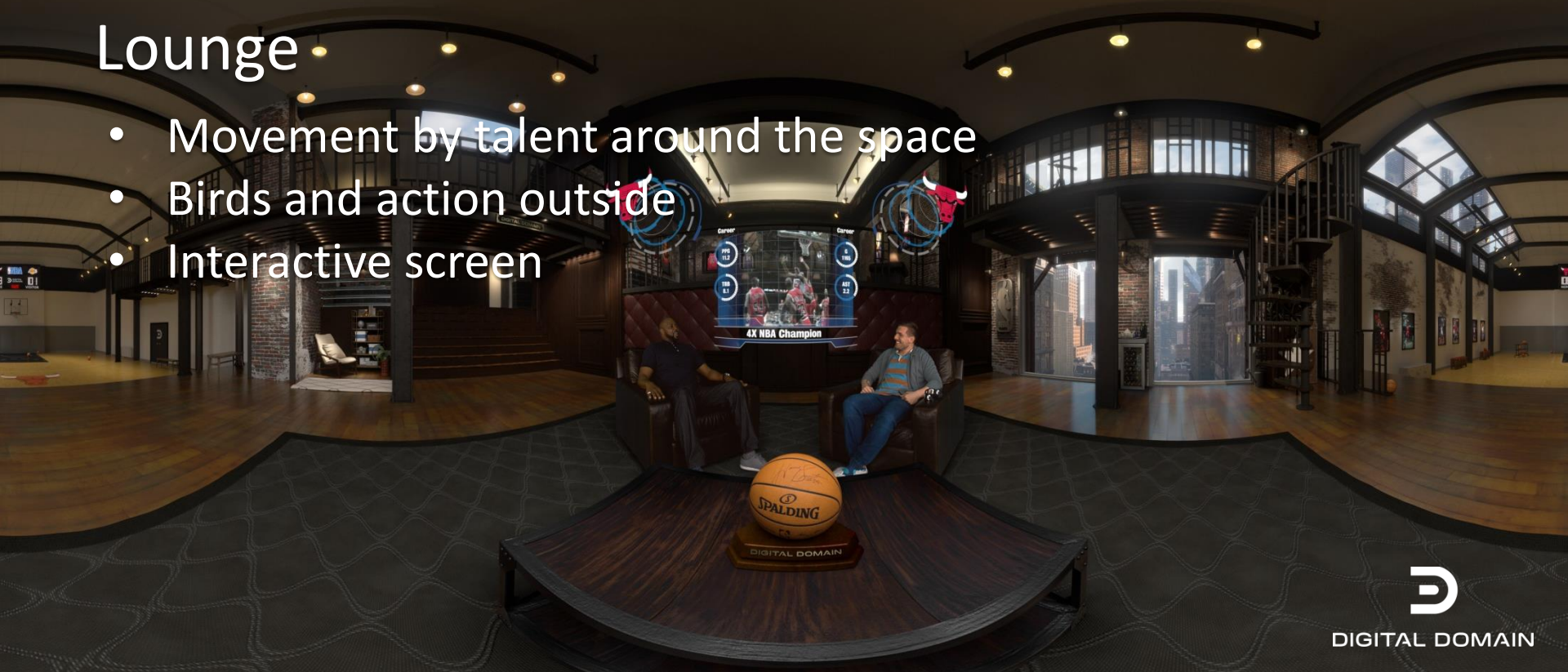




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Lounge

- Movement by talent around the space
- Birds and action outside
- Interactive screen



Court

- Location in court changes slightly every episode



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APP INTERACTION, CMS & DELIVERY

- Custom method of streaming stereo OTA Wi-Fi & LTE
 - Using Unity, we built out interaction with various environments, using a visual menu system
 - Connects to our Content Management System (CMS)
 - Coordinated with NBA for VOD
-
- APK developed by Interactive, CMS by Technology

Monoscopic 4k Delivery



Stereoscopic 4k Delivery



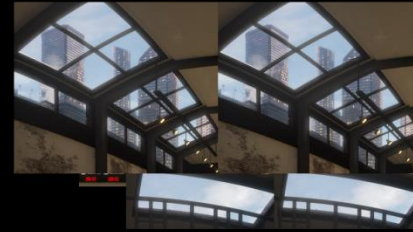
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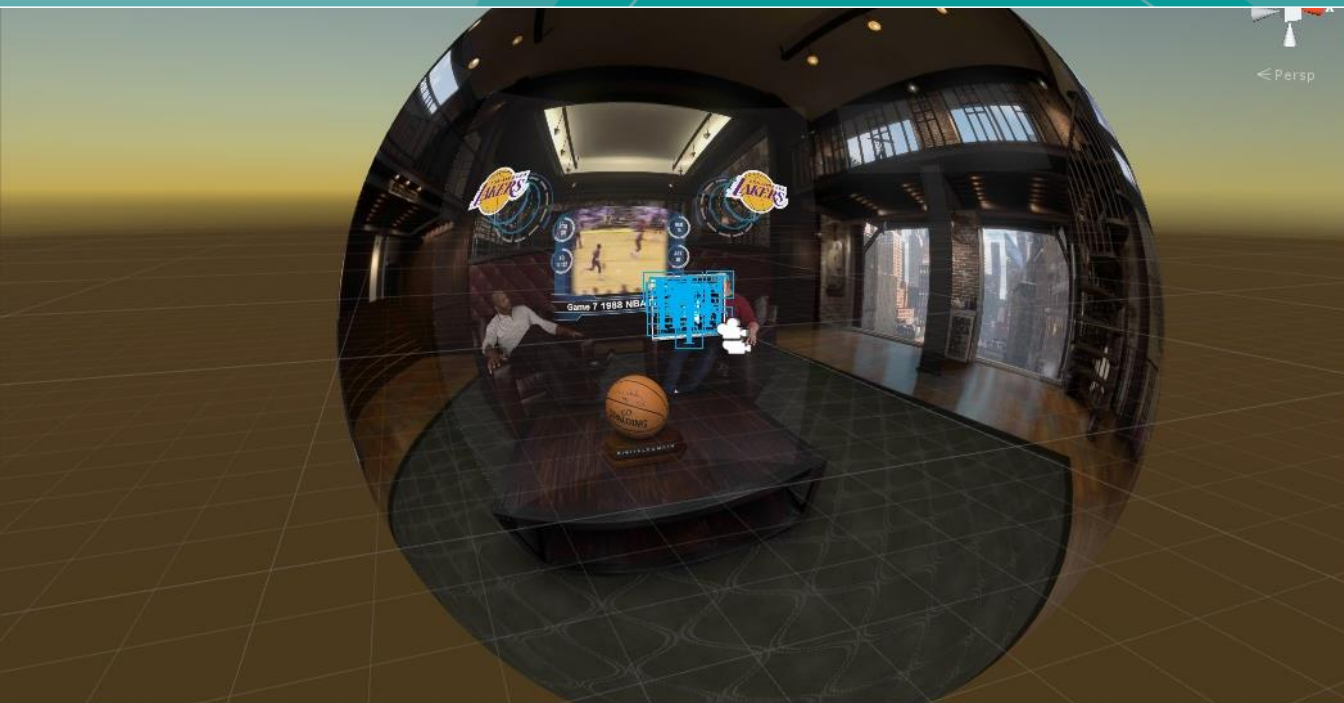
UHD Stereoscopic Movie Atlas



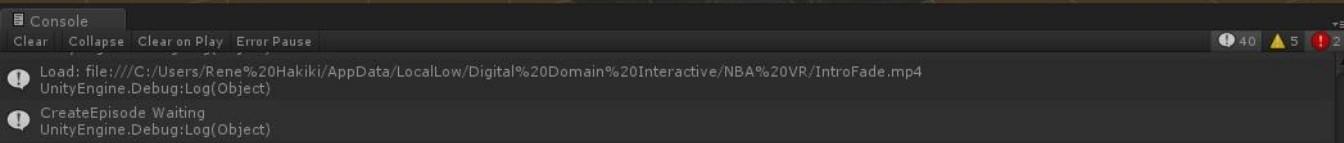
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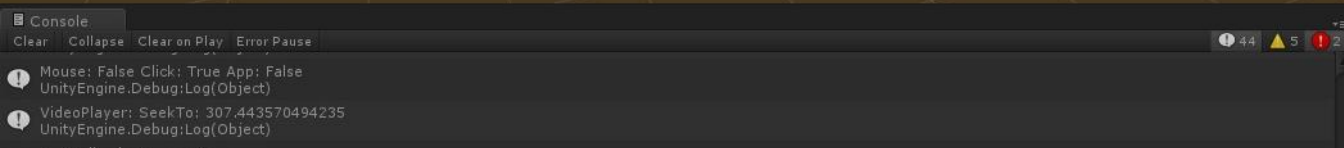
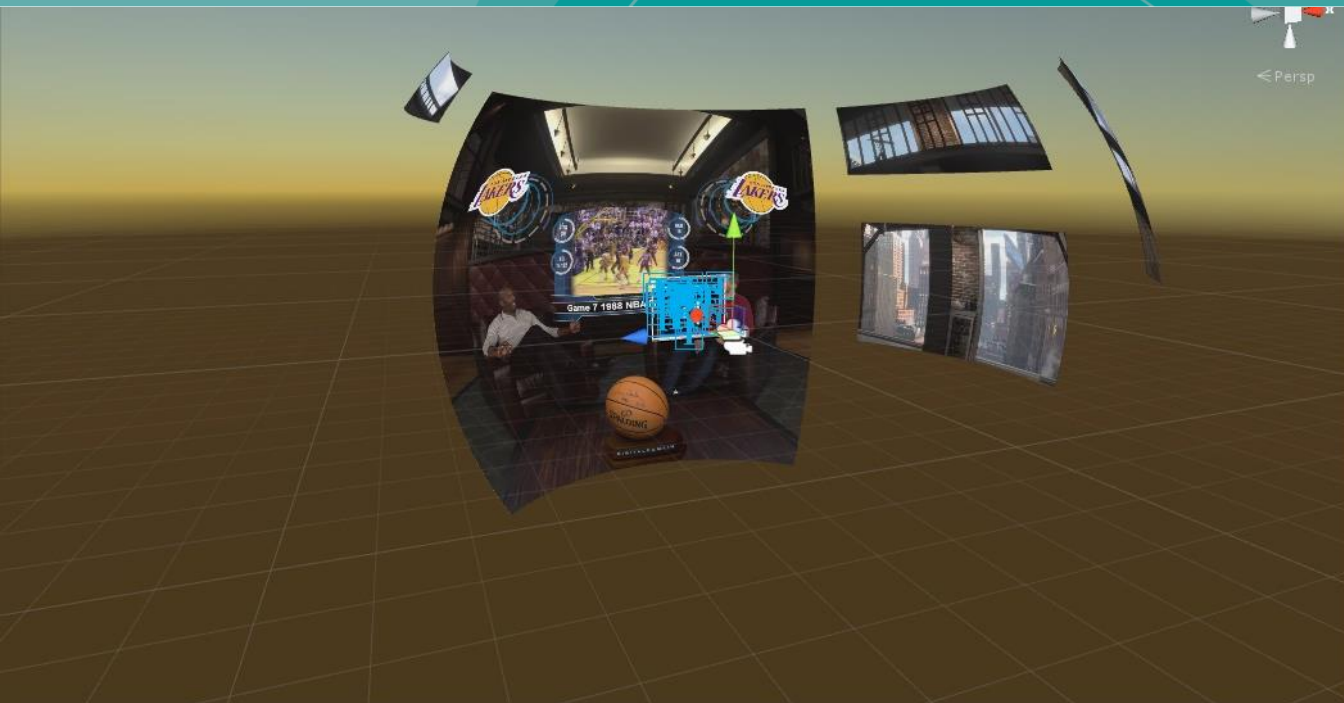

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- Root
 - EpisodesVertical (0)
 - Menu_Episodes
 - Vault (1)
 - Menu_Vault
 - Root_Overlay
 - Root_Dialog
 - Root_Popup
 - Episode
 - Root
 - DD Logo
 - NBA Logo
 - Episode Root
 - Menu_Loading
 - Theater(Clone)
 - GameObject
 - NavMode
 - Broadcast Manager
 - PhoneRemoteConfig
 - Intro Video(MPMP)
 - Episode Player(MPMP)
 - Daydream
 - DontDestroyOnLoad
- Editor
 - GoogleVR
 - LINQtoGameObject
 - MPMP
 - OneSignal
 - Pixelplacement
 - PlayServicesResolver
 - Plugins
 - StreamingAssets
 - TextMesh Pro
 - UnityPerfix
 - Untitled-1



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◀▶		Episode 02 UPLOAD: 2/21/2017, 7:20:59 PM	INTERNAL VOD	PUBLIC	0
◀▶		Episode 03 UPLOAD: 2/21/2017, 7:27:12 PM	INTERNAL VOD	PUBLIC	0
◀▶		Episode 04 UPLOAD: 3/17/2017, 2:11:34 PM	INTERNAL VOD	PUBLIC	0
◀▶		Episode 05 UPLOAD: 3/21/2017, 2:49:03 PM	INTERNAL VOD	PUBLIC	0



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VIDEO DESCRIPTION

Chris Distefano hosts NBA House of Legends with 3-time NBA champion, James Worthy.



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Half Court

- Interactive wall posters

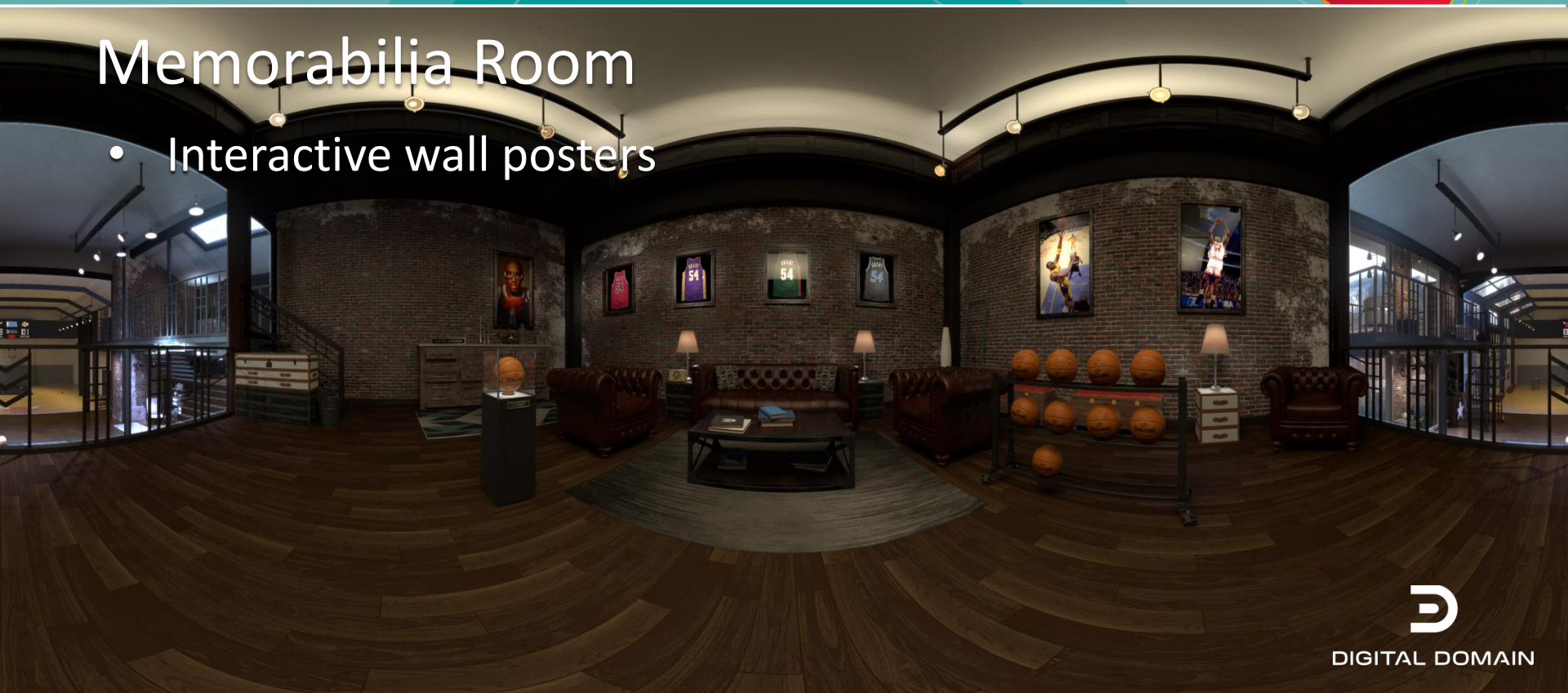


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Memorabilia Room

- Interactive wall posters



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Quality Control Check



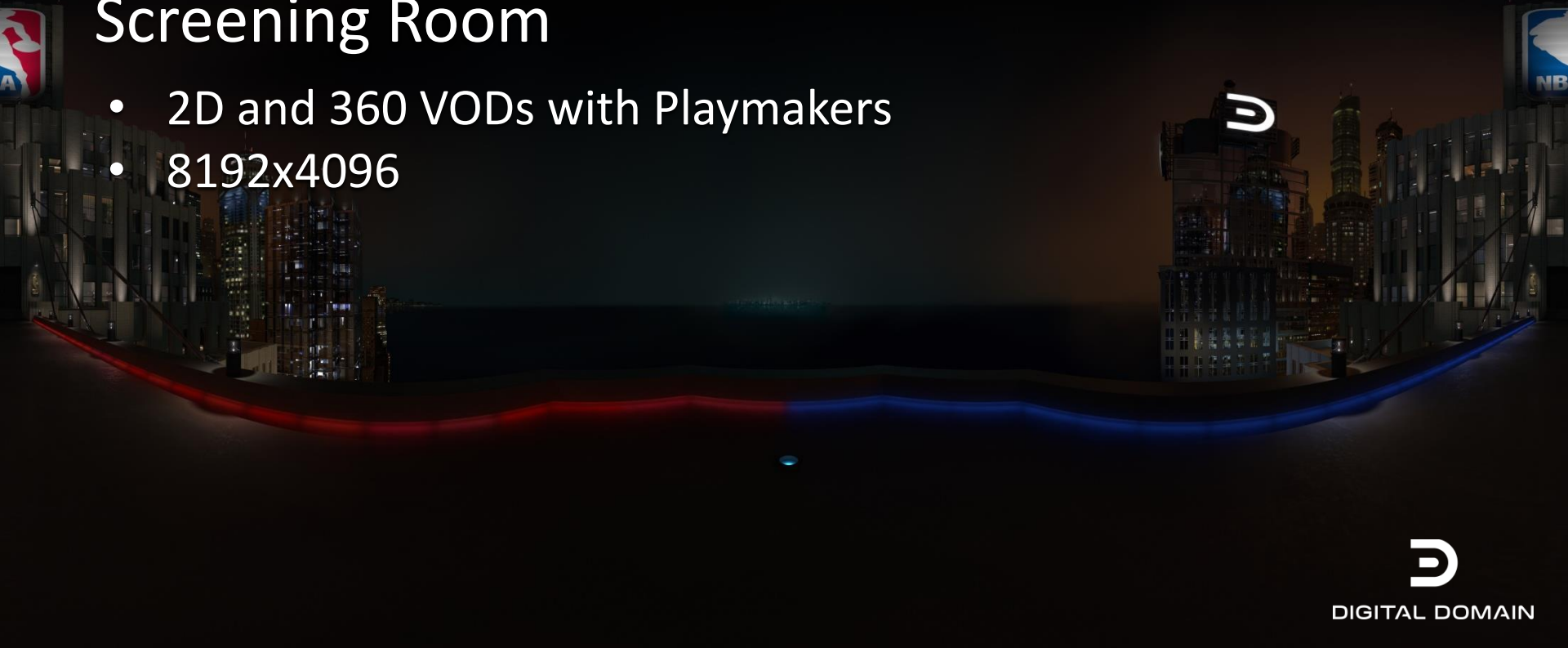
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Screening Room

- 2D and 360 VODs with Playmakers
- 8192x4096



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THANK YOU!

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