

Brazil's MAXI AV uses disguise to deliver Volvo's first xR product launch

Brazil-based technology solutions provider [MAXI AV](#) took its xR expertise on the road for a recent live streamed product launch showcasing the new F line of Volvo trucks with support from disguise.

In this case study, you will see how MAXI, using the [disguise vx 4](#) and [rx](#) machines, recreated its xR studio in the Volvo factory in Curitiba, Brazil to deliver the first automotive launch in the country featuring xR.



At a glance

For the new F truck line product launch, Volvo and its advertising agency [Avantgarde Brasil](#) wanted to create an immersive experience that raised storytelling to another level. They wanted to present cinematic scenarios featuring a wide variety of scenes ranging from the brand's roots in Sweden to a journey across Brazil, from North to South, without leaving the factory.

They tasked MAXI with producing the half-hour show, which integrated xR elements to enrich the audience experience and streamline the production.

From factory to the studio

Typically, a script that called for the new truck line to be seen in various settings would have required extensive driving and location production. But with MAXI's xR stage, the Volvo trucks simply rolled off the factory floor and into the studio where virtual sets showcased them driving across Brazil. The new vehicles could rack up virtual mileage from location to location without moving an inch! A scenic company groomed the studio floor with dirt, grass and asphalt to add an even greater sense of reality to the production.



The challenge

First, MAXI had to rebuild its xR stage in the Volvo factory's customer center showroom. The size of the set had to be big enough to accommodate the mammoth trucks yet fit into the not-so-large allotted space for shooting. Strict time management was essential to success. Through their extensive planning prior to arriving on site, MAXI could work quickly and efficiently to make the most of the 11 days they had to spend at the venue.

Changing virtual scenes in real-time

Using disguise, MAXI also had to integrate Unreal Engine and Notch scenes. The virtual sets had to be changed in real-time according to the camera perspective. Realistic reflections from the LED video walls in the windows of the trucks made the virtual set locations come alive.



The solution

LED video walls measuring 15 x 5.5 and 10 x 5.5 metres were erected on set providing enough room to move cameras around the trucks and capture different angles. A Blackmagic camera and two Panasonic PTZ cameras with 3D were tracked, the former using Mo-Sys StarTracker. An Analog Way Aquilon system drove the video walls with a disguise vx 4 media server, while a pair of rx render nodes delivered the content created by [DUO2](#).

disguise's [RenderStream](#) infrastructure seamlessly integrated all scenes and elements from both render engines into the disguise timeline, making it easy to switch between scenes and navigate the show in real-time.



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We believe [the disguise xR workflow] has the potential to deliver to clients something that wasn't available until now, especially for virtual events. It really gives projects a different feel from what clients are used to.

José Augusto Martins, Executive Director, MAXI AV



The results

Both Volvo and Avantgarde Brasil were extremely happy with the results of the launch and engagement from clients. Local media also gave extensive positive coverage to the event, which was celebrated as the first vehicle launch in Brazil to use xR.



Success

120 hours

working on the project

11 days

spent on-site at the
venue

75,497

livestream views on
YouTube

MAXI AV was pleased with the results of this production and will continue to introduce their clients to xR.

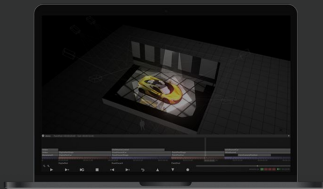
According to Martins, “the Volvo experience allowed our clients to get a feel of what’s possible with disguise xR. We already have other clients asking about it so we can definitely expect to see future projects on the corporate side.”

Watch the presentation [here](#).



disguise equipment used

Designer software



Designer is the ultimate software to visualise, design, and sequence projects at every stage, from concept all the way through to showtime.

[Find out more.](#)

vx 4



Optimised for playing up to four times uncompressed 4K60 and lossless 10-bit video, the vx 4 powers content of the highest quality at any scale.

[Find out more.](#)

rx



rx is our dedicated system for hosting content render engines, enabling new possibilities for scale out rendering.

[Find out more.](#)



In partnership with:

Client: Volvo

Agency: Avantgarde Brasil

Studio: MAXI AV

Content design: DUO2

Render engines: Unreal Engine, Notch

Cameras: Blackmagic, Panasonic

Camera tracking: Mo-sys StarTracker



Get in touch!

Curious to know more about us? Want to master our production toolkit? Need support on your project? Our team will be happy to speak to you, whatever your query:

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