



Create **immersive virtual events** from a **PPT file**

The Edison ecosystem, built around Edison PRO, is a modular proposal that seeks to transform any live or online presentation into an immersive experience through AR and virtual environments. It has been developed to help users enhancing

their storytelling with real-time 3D graphics and other visual aids, while including themselves in the scene. Presenters are immersed in a virtual, photorealistic environment, and can easily run the presentation with clickers or remote devices.

The Edison ecosystem includes custom-built **capture environments** and apps like Edison eDesk and EdisonGO, a simple-to-use but powerful creation system like Edison PRO, and allows for control devices (Stream Deck) and **free applications** like Edison OnDemand so any user can take advantage of Edison PRO's powerful tools.

impact of your presentations and events. With Edison PRO, any user can create an immersive show based on a PPT or PDF file and adding rich media like pictures, sound, video and even 3D objects and animations, including hyper realistic **Unreal Engine** scenes. Presenters can be easily integrated in the virtual environment, can run the

show with a clicker and do not require any experience in graphics, video, image or 3D object creation, as the starting point for their sessions is a PPT or PDF file.



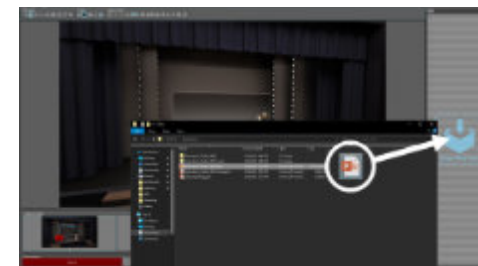
DAZZLING LIVE PRESENTATIONS IN JUST THREE STEPS

1 Load
the template from the library

2 Drop
your PPT or PDF presentation

3 Customize
your scene as you wish and go!

Edison PRO creates visually engaging live experiences by combining standard presentations with a **broadcast-quality AR/VR production**. By immersing the presenter in a virtual environment in real-time, Edison PRO allows the interaction of objects and talents, resulting in a more **attractive experience** for the viewers.



Edison PRO imports standard PPT and PDF files so the slides or pages can be displayed and **controlled by the presenter** by using Edison PRO's interface, or by using standard clicker devices, Stream Deck, smartphones or tablets.

EASY TO USE AND CONTROL

With Edison, running a presentation is as easy as **loading** a template and **import** the

slides. Users can create presentations from scratch with **Edison QuickStart** and **Edison OnDemand**, or open a pre-existing template, and easily integrate the presenter inside the virtual scene.

TRACKFREE™ - FLEXIBLE, INDEPENDENT VIRTUAL CAMERAS

Using Brainstorm's TrackFree™ technology, Edison PRO takes the video feed of your fixed camera and creates **3D virtual camera views** from it. These are flexible, independent from the live feed, and can **move freely in space**, as pedestals or cranes do in live production environments. This feature **expands the virtual environment** far beyond the limits of the physical set.



UNREAL ENGINE COMPATIBLE

Edison PRO is **fully compatible** with Unreal Engine photorealistic scenes, purpose-built or purchased on the Unreal Marketplace, which can be used as 3D backgrounds, providing a photorealistic environment for your presentation. Also, the optional **Edison UC (Unreal Control)** module allows for **controlling and editing** the blueprints, objects and properties of the UE scene directly from Edison's own, user-friendly interface.

STANDARD WORKFLOWS

Edison PRO comes with **HDMI** and **NDI IO** as standard, making it also compatible with video conference applications. The built-in NDI allows for an almost direct output to applications such as Skype or YouTube, and allows for integrating with **conferencing applications** such as Teams or Zoom to make remote events even more interactive, allowing for attendees to show up in the scene, for instance.

TURNKEY SOLUTION

Edison PRO is a standalone product with future-proof hardware. Installation, training and support are straight-forward for the customer, ensuring a rock-solid operation even in highly demanding live production environments.

VIRTUAL SETS	CORPORATE	MOTION GRAPHICS
NEWS & SPORTS	ELECTIONS	LIVE EVENTS
PRESENTATIONS	WORSHIP	EDUCATION

TEMPLATE-BASED

Edison PRO is based on **editable templates**, which can be further customized using the **free assets** available for download, such as scenes, furniture, pointers, screens and other objects to populate the scene, plus interactive

templates for quizzes and polls, and many more. Scenes can become as complex as required, including more than one talent, or **tele-transporting presenters** from remote locations to a virtual event. Additionally, other assets such as animatable 3D objects can also be used to

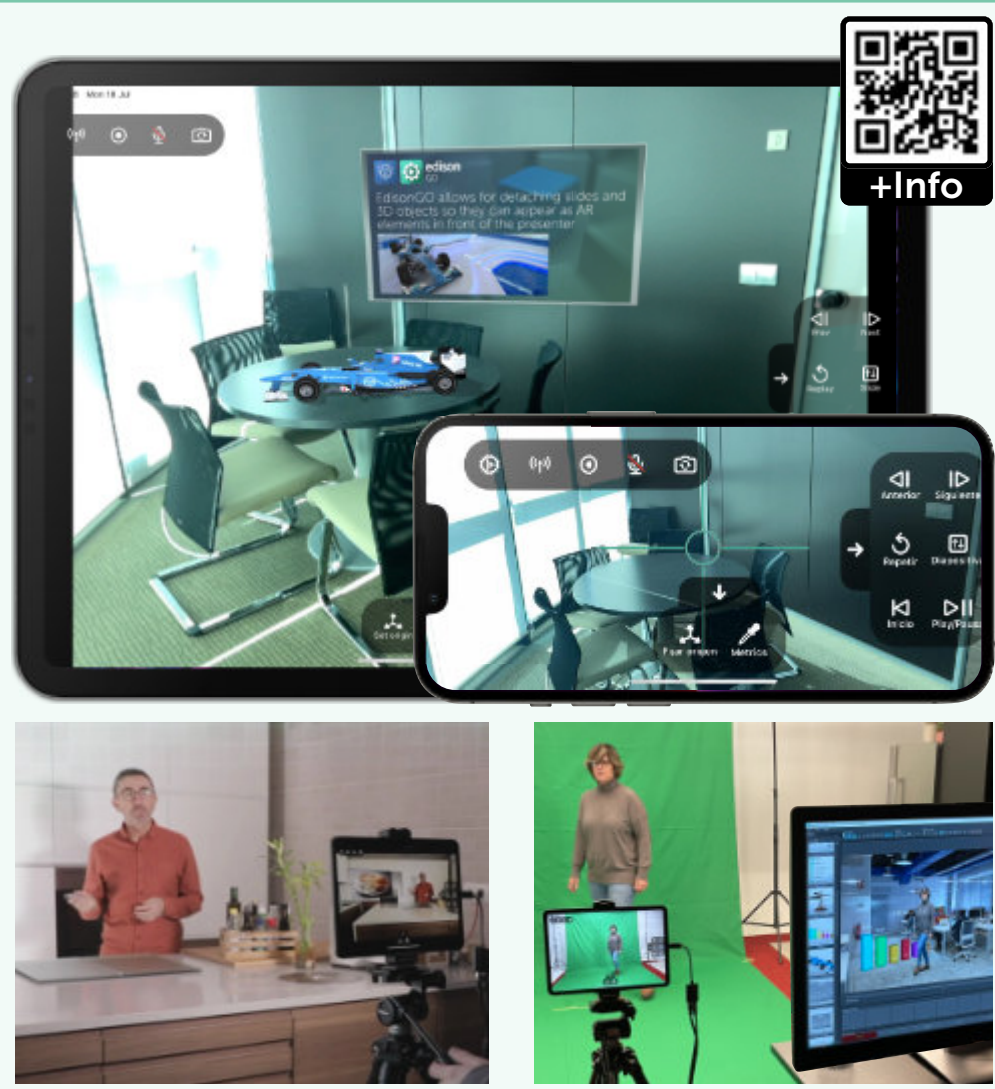
further enhance the presentation. On top of the extensive selection of free downloadable assets, Edison PRO is fully compatible with **Unreal Engine** scenes, not mentioning that users can create their own or purchase scenes and objects directly from the Unreal Marketplace.

SIMPLE-TO-USE CAMERA TRACKING WITH EDISONGO

EdisonGO is a companion **app** for Edison PRO, which further facilitates the creation of **immersive**, live presentations for any kind of application, from education to **live events, corporate or streaming** content. EdisonGO captures a live scene and uses the LIDAR of an iPhone Pro or iPad Pro to add **tracking**, so it can capture the information of the camera movement.

The video and tracking information can be used by Edison to include **in-context AR content** in real time, so any kind of slide, video, image or 3D objects can be seamlessly inserted in the scene. So, any presentation or audio-visual asset can be used as a live resource on your show.

EdisonGO not only can deliver a live signal, but can also record a movie which can be later transferred to Edison PRO to create your presentation. This means that videos captured remotely can be **used later** as background scenes.



STREAM DECK COMPATIBLE

Edison supports El Gato's **Stream Deck**, which allows for using this peripheral to directly control Edison features, presets, actions or editors using Stream Deck's fully customizable and **editable LED buttons**, without the need to open Edison's user interface.

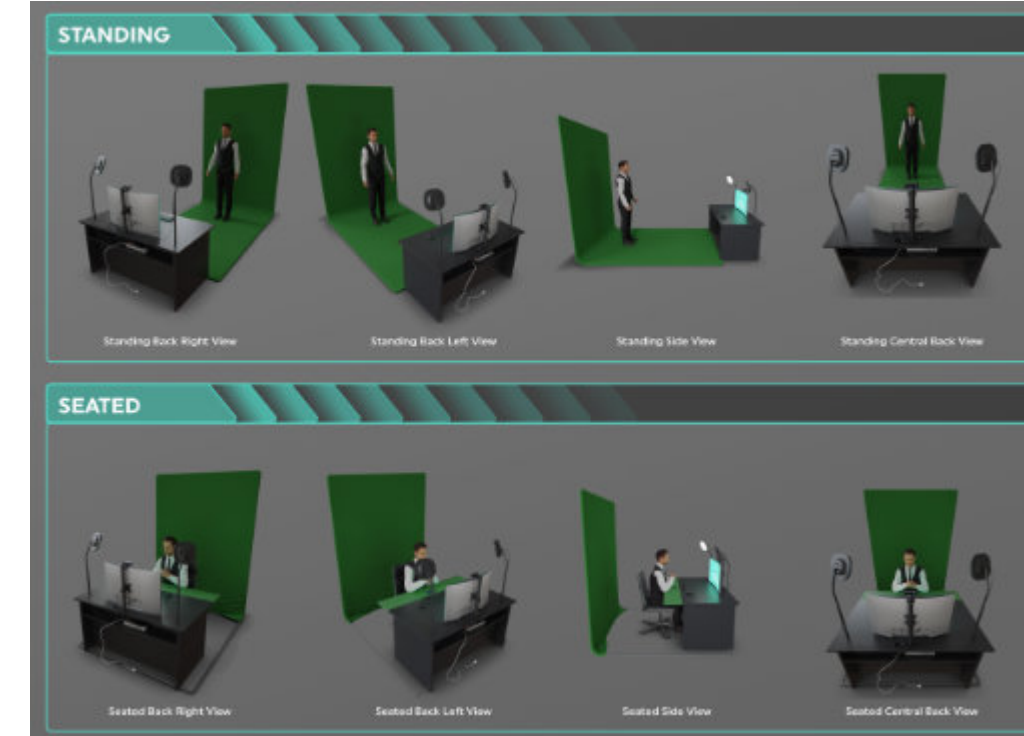
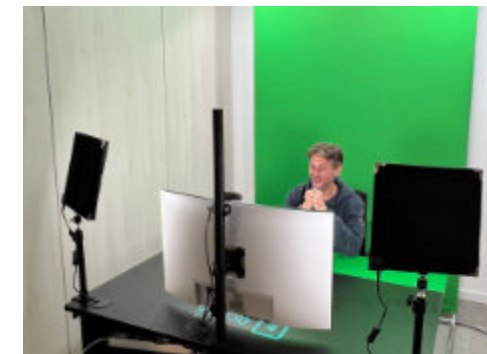
Users can **assign** different functions to the buttons, from slide controls to camera views or presets, or create different profiles, which are easily recognizable as the buttons' appearance change accordingly. This makes StreamDeck **adaptable** to any user's workflow or working preferences. Stream Deck is also available with, and integrated in Edison eDesk, which further demonstrates Edison's **ease of use**.

EDISON EDESK

Edison eDesk is a **purpose-built, high-quality furniture desk** that provides users with a complete, ready-to-use environment to start using Edison. The Edison eDesk integrates the Edison PRO workstation, monitor, LED lights and

camera support, providing a **fully functional setup** for creating or presenting with Edison. The portable chroma set, made of high-quality fabric, is prepared to **facilitate** the keying of the presenter, and can be used with the talent seated or standing in front of the setup.

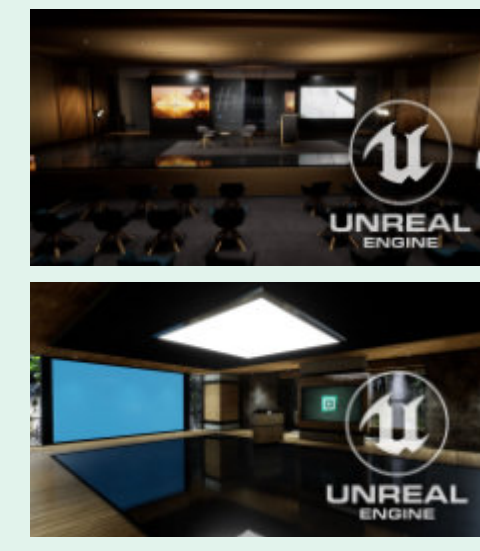
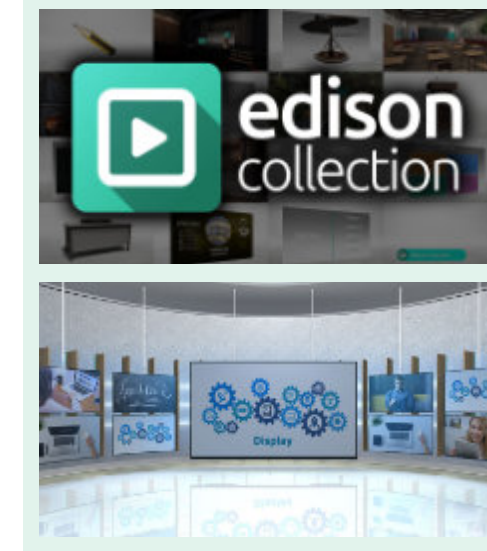
The eDesk also includes a Stream Deck control device to facilitate the presentation control, so the user does not need to open Edison's interface to control the presentation. The LED lights and camera are **pre-positioned** to provide accurate focus and illumination.



FREE ASSETS

The Edison Collection completes your Edison PRO with dozens of useful, ready-to-use assets like scenes, backgrounds, project templates or slides, that will help users starting with Edison

and create amazing presentations since day one. Brainstorm has introduced the Creators Program, so users can benefit from the huge community of Unreal Engine designers creating UE assets, which can easily become Edison-ready.



EDISON ONDEMAND

Edison OnDemand is a **free application** that runs in a **web browser**, allowing users to instantly create a presentation just by connecting to a remote Edison PRO, select an existing background, add the required slides, and use the remote machine to run the presentation. So, users without any knowledge of Edison can create amazing presentations at anytime.

