

# Hi End para Nationale-Nederlanden

Telling a corporate story by using immersive reality

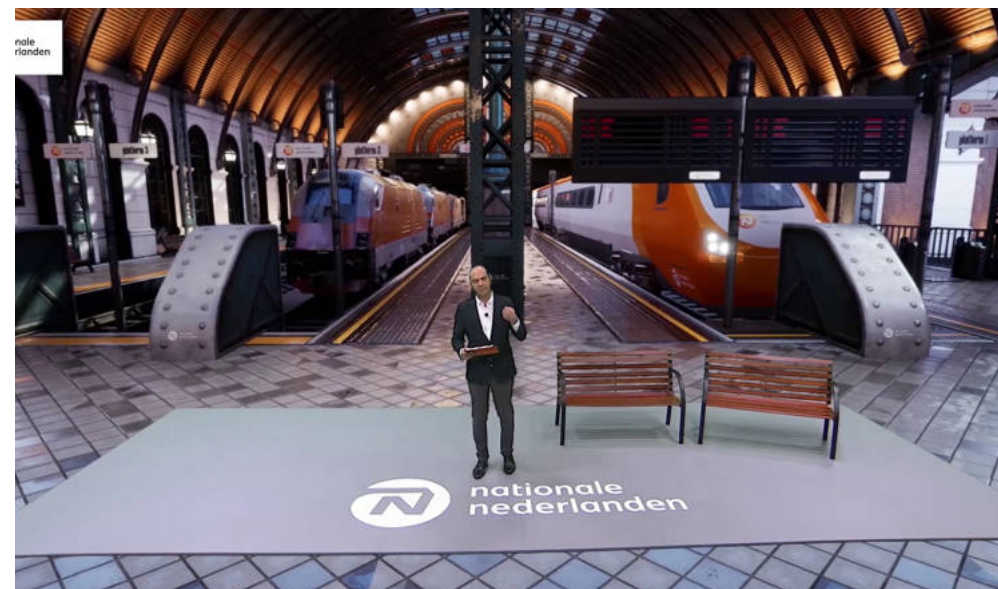
The Spanish branch of the insurance company Nationale-Nederlanden wanted to communicate internally the company's new strategy in a virtual event, using the metaphor of a train passing through different stations as the common thread.

Nationale-Nederlanden Spain is the subsidiary of the NN group, an insurance company with 175 years of experience present in 18 countries, with 14,000 employees and more than 17 million customers.

theme appeared on stage with their suitcases to start the panel. The metaphor continued by using increasingly modern architectural styles to give a sense of progress and forward thinking, culminating in the totally futuristic final station. At each

station, the train's multimedia display explained the next topics to be discussed, and the transition to the corresponding station was made by "entering" that display. Hi-End's team of designers created the

For the company's 2022 convention, the communication agency Grass Roots decided to produce a virtual event aimed at internal audiences, opting to give the message a twist by providing a common thread to the event, for which Hi-End was supported by your experience and ability. In this case, the metaphor of a train passing through different stations was used, in each of which the speakers set up a panel with their corresponding messages and information. Inside the train, each "station" was announced, which corresponded to a specific theme, so that the speakers of that



different hyper-realistic scenarios necessary for the project using Unreal Engine, scenarios that were later used in InfinitySet to integrate, in real time, the presenters and panelists recorded in the Hi-End chroma key set. The company used tracked cameras and a crane to generate the movements of the scene, which were feed into InfinitySet to generate the final 3D composition, including the tracked movements, to Unreal's virtual 3D background, with any required adjustments for color, lighting, etc.

The different scenarios, in addition to the train that acts as a common thread, are the same train station that is evolving in its architecture, starting from the traditional iron and brick station to finish up in a spectacular futuristic environment in which lighting and shadows are impressive, going through four other stages of architectural evolution. In each of them the speakers were integrated adding furniture elements in accordance with the style of each

station, as well as other supporting elements such as virtual screens.

The event also included a live connection with more than 30 participants via videoconference, who were displayed on the virtual screens. Likewise, by combining pre-recorded videos with live feeds that included gamification elements, the event fully resembled a live show.

The result is another example of how virtual technology and immersive presentations can contribute to corporate communications. Hyper-realistic virtual sets are no longer exclusive to television, and current technology makes it possible to democratize virtual production and make it accessible to companies and institutions of any kind. For this reason, the combination of technology and know-how allows production companies such as Hi-End to be able to carry out internal communication events that have nothing to envy of high-level fiction productions.



"Virtual events can clearly co-exist with face-to-face events when we talk about corporate communications. With Nationale-Nederlanden, the event took place in a train station but, with our technology, communication can be carried out from any environment that comes to mind."

**José María de Diego**  
Business Development, Hi-End

