

Video Mapping: Create enhanced & immersive fan experiences



Transform any facility into a live production environment by mapping high impact video across all your LED displays, creating an immersive, highly engaging atmosphere.

Media Servers are traditionally used to playback and manipulate video, graphics, and generative effects in real-time on concert tours and live events; but did you know they can also be used to manipulate the output over all your LED displays in sporting venues and arenas? Additionally, you can deliver an enhanced live action fan experience by combining informative and interactive content to build your brand and create advertising revenue.

What is video mapping?

Make every pixel count. Video Mapping works by mapping millions of content pixels easily and effectively within the Media Server interface reliably compositing multiple screens within single outputs. Once set up, it is easy to play and manipulate video across an entire LED rig from a single map. With Video Mapping it is simple to design and create highly intricate LED display layouts and to feed real-time video without compromise, enhancing the overall visual impact for the audience.

When and where would you use it?

Video Mapping is highly effective when you are working with custom resolution LED displays or elaborate LED designs, giving highly efficient and pixel accurate placement of your video irrespective of the physical display size(s), pixel pitch or resolution. That is why almost every Live Entertainment or TV show will use this feature to bring the set to life, but equally, Video Mapping is also used for immersive spaces and corporate installations to complement the existing infrastructure.

“ Increase broadcast impact

Live broadcasts are becoming increasingly ambitious in terms of LED display use and interactivity for both news broadcasts and entertainment shows. Additionally, the displays are becoming larger, creating visuals in large spaces to convey the magnitude of the show to their viewers. Another advantage of using a Media Server is to feed content to all displays for smooth transitions that do not visually disrupt the flow of the show.

“ Kick off your sporting events in style

Make every pixel count for extra-wide LED ribbons in your stadium whatever your non-standard LED resolution. Go beyond boring, repetitive advertising and instead transform the use of video content creatively across all your LED surfaces to maximize revenue from advertising and in-stadium promotions. Using fully integrated 360° 3D workflows, visualize the placement of your most important content so that it aligns with broadcast camera viewpoints and gives clean sightlines.

“ Elevate your worship experience

Take your congregation’s visual experience to the next level. Faithfully deliver House of Worship content including extra wide aspect LED wall backdrops for music and sermons. Set up is simple and playback of video is suitable for video professionals and volunteers alike. Use DMX control or custom, familiar, cut down control panels or alternatively use timecode to link directly to your music performers with ease.

“ Make every exhibition memorable

Take your story telling to the next level. Immerse your visitors with eye-popping visual spectacles and interactive exhibits using expansive LED walls. Plan and design your set up using end-to-end 3D workflows and overlay your content in real time for early creative sign offs to save time and money.

“ Turn off the traveller visual autopilot

Boost the travel experience and introduce a total travel transformation from check in to boarding using large, extra-wide aspect LED walls. Mix branded airline content, traveller updates and status messages with airport concession offers to maximize viewer interaction and commercial benefits. In addition to playback of scheduled or looped content, utilize airline focussed traveller information using presets and image slicing of webpages for custom content.