

4G world first telepresence demo in London venue

CN was in the room recently to witness a world first at 8 Northumberland Avenue in London last month when Musion 3D demonstrated 3D holographic telepresence over 4G wireless technology.

Ian O'Connell, director of Musion 3D appeared on stage 'transported' via equipment installed by Musion in the central London venue. He answered questions from CN's editor, explaining how the technology was powered by eight 4G SIM cards (an amalgam of all four main providers) in a box all working together to stabilise the signal to deliver the 3D image.

The 4G method massively reduces the costs associated with holographic telepresence, which normally requires an expensive fibre-optic cable and a dedicated network management system operating between two venues.

Telecoms companies have tended to be the only people that could afford the fibre-optic version because they could use their own lines.

The new 4G technology allows organisers to make more use of telepresence to reduce costs and also the carbon footprint. It can



obviate the need to fly in a keynote speaker from abroad.

O'Connell said, by using 3D holographic telepresence over 4G, organisers were creating a "truly live experience, more immersive than talking to someone via a two dimensional screen. It enables people physically located in one meeting room to see 3D holographic images of people in another location as if they were sitting opposite them".

Charles Boyd, director and

owner of 8 Northumberland Avenue, said the technology helped his clients receive the highest return possible on their event investment by amplifying their messages. "We've already seen this at the event we hosted for corporate buyers recently. We've reached a far wider audience than those who just attended the event, through an increase in social media activity with new followers, press coverage and some great feedback".

remain. Here we have an example of a platform that is continuing to grow even when the number of options available to users is increasing exponentially.

You can almost guarantee your attendees are using social media and probably Twitter, so if you

are choosing not to engage on this platform you are missing out.

Don't force your attendees to adopt a new piece of technology without a good reason and don't discourage them from using their own devices as they would at home. Don't change behaviours – embrace them.



Neverending story

Great events are like great stories: unfolding into some pretty memorable moments. Social media has played an integral part in helping us get to this stage. Despite being increasingly social media savvy, the industry is still missing a trick when it comes to fully engaging with attendees and ensuring they are embracing the experience.

Many events think it's enough to flash up a Twitter hashtag at the start and just ask you to tweet. Then that's it for the rest of the event.

Isn't it time to raise the stakes? Solutions being offered now include bringing the social conversations off the mobile and into the room and other adjoining areas around the event. One recent event I attended pushed a Twitter feed onto a video wall during breaks. Delegates immediately started to feed in and make Instagram posts. It provided a great forum. The display used great looking formats with animations and rotating content. It also brought together all those attending who may have otherwise chosen to remain in their silos.

For your next event make sure social media is being used to the full – the uplift in engagement will be noticeable and, attendees will get their 15 minutes of fame.

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David Chalmers,
Marketing director,
Europe at Cvent

WE CAN HELP!
CONTACT US TO LEARN MORE.

apps@lumiinsight.com
+44 (0) 1428 721 000