

ENGAGE CONSUMERS WITH IMMERSIVE MEDIA

Infosys[®]
Navigate your next



You can now empower fans at 'live' sport events with a 360-degree experience and allow them to switch from a stadium box suite angle to a bird's eye view, anywhere in the stands, or behind the goalpost merely with 'gaze and tap' interactions.

Immersive media delivered as virtual reality (VR), full 360° / 180° video streaming and VR commerce can be embedded into the lifestyle of digital consumers. Digital technologies break barriers between consumer platforms and pave the way for applications across media and entertainment, telecommunications, sports, retail, and education.

Incumbent telcos and media companies are exploring innovative methods to adopt immersive technologies and grow their business. 5G is a catalyst for immersive media services as it offers 100x network efficiency and traffic capacity compared to 4G. According to various estimates, a US\$ 2.1 trillion-plus growth is anticipated in customer demand for such differentiated digital services by 2035.^[1]

However, even with mass adoption of 5G, a pipeline of immersive video services presents an implementation challenge due to Internet bandwidth, device decoding, and rendering capability bottlenecks.

INFOSYS IMMERSIVE MEDIA OFFERING

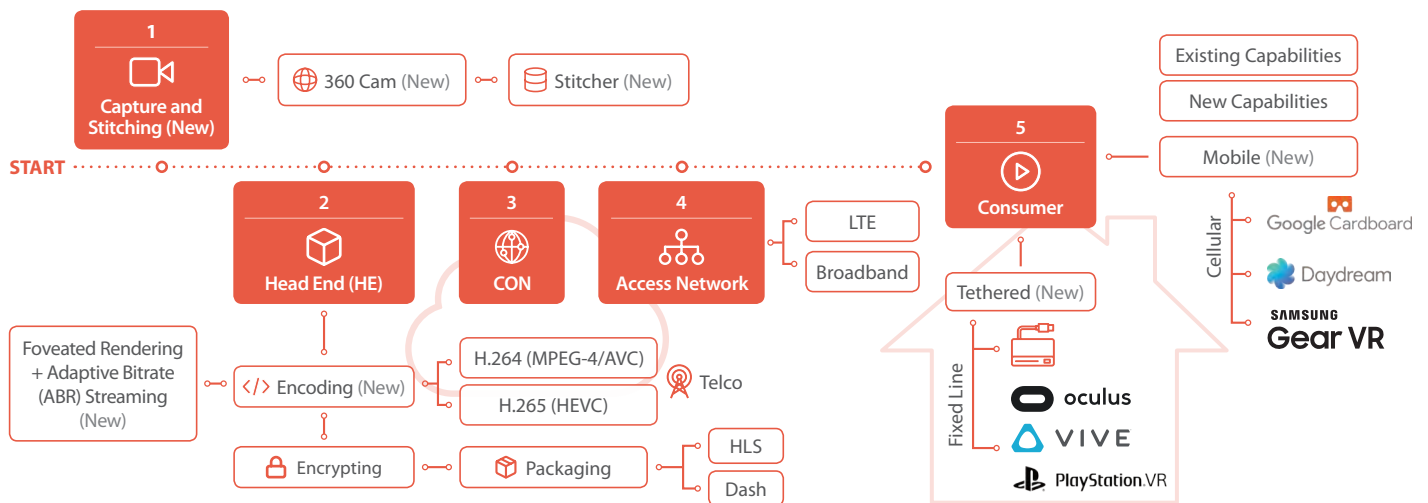
Infosys has incubated immersive 360° video streaming as an industry offering and developed an industry-first 5G VR streaming proof of concept for a leading Australian telco. We created VR apps for the Oculus Rift (tethered), Samsung Gear VR (mobile), and WebVR (browser) while integrating these apps with the client's content delivery network (CDN). We also implemented new capabilities to showcase live 360° streaming and video-on-demand content from capture to consumption.

This strategic partnership establishes best practices in production pipeline (encoding, processing) while exploring opportunities for optimization and efficiency (adaptive bitrate and foveated rendering) to drive deeper customer engagement.

Our long standing relationships with global telcos / network providers, studios and broadcasters, and partnerships with hardware companies (HP, Oculus, HTC) and development engine / tools / processing companies (Unity, AVPro, Conviva, Visbit, Kandao, Insta360) offer an ecosystem for immersive media streaming. Significantly, our technology expertise and domain knowledge help you create and scale up applications while integrating with backend systems and APIs.

1. Citibank.com. (2016). VIRTUAL & AUGMENTED REALITY - Are you sure it isn't real? [online] Available at: <https://www.citibank.com/commercialbank/insights/assets/docs/virtual-and-augmented-reality.pdf> [Accessed 13 Aug. 2018].

A Leading Australian Telco's Immersive Entertainment – Immersive Video Capabilities



For more information, contact askus@infosys.com



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