

# CT Delivers Virtual Graduation Ceremony



**EVENT:** Virtual University Graduation  
**LOCATION:** Worldwide

**DATE:** May 2020

Creative Technology (CT) can provide technological solutions to host and stream cutting-edge, fully interactive virtual events from anywhere in the world. With our unique studio spaces, broadcast services, live streaming and remote contribution systems, we have the technology to keep your event alive. With the click of a button, you can have your secure or public event live and streaming over the internet. We use encryption technology so your virtual event can be 100% secure.

Our technology comes complete with interactive features, so you're guaranteed to not miss a question from your audience, and our remote contribution systems allow you to bring in speakers from all over the world. Our solution is perfect for small breakout rooms, large corporate meetings, graduations or any other live event where you want audience interaction.

This unique event delivery opens you to a world of analytics and real-time precision data! Get information on how many people saw your event or conference and where

in the world they were watching.

## **Virtual Event Case Study:**

CT were approached by our client to help produce a virtual graduation ceremony for a University based in Qatar to celebrate the achievements of their students. This had never been done before in the region, and our client wanted to ensure the students got the ceremony they deserved.

The event needed to enable 38 graduates who were located across 4 different countries to be able to speak in unison to pledge their oath. 5 speakers were pre-recorded ahead of time, and the event was streamed live to the public. Over 1500 people successfully watched the graduation across 38 different countries.

## **Brief:**

Produce a seamless virtual graduation ceremony that is designed to look and feel like a non-virtual ceremony.



### Solution:

The control room was based out of our Middle East headquarters in Dubai. The equipment used for the virtual event was identical to a normal live show our clients are used to seeing in a control room environment, minus the physical stage that would usually consist of the audio, video and lighting elements.

Our client designed the stage to look and feel as close to a normal graduation ceremony as possible. Once all designs were approved, CT built the virtual environment, modelling the 3D object of the stage to help produce the content. The content was created using 3D software and Notch to provide a fully customisable virtual environment which saw various elements appear as augmented reality.

Having multiple speakers allowed us to mix different solutions between pre-recorded videos and live inputs. We were able to show the speakers from different camera angles while ensuring there was always a view of the graduates enabling viewers to watch their reactions and interactions throughout the ceremony.

A key part of our solution was exporting the Notch content into our Disguise GX2C system. This integration enabled us to use the Disguise Camera system to build a sequence of different views and simulate director's cuts for the different cues in the show. The camera system integration gave the audience the perspective that the stage elements and the environment were real, enabling them to feel as though they were attending a live show.

We integrated our Riedel system to the video conferencing platform to enable the client, crew and remote staff to communicate from anywhere in the world. We also supplied a Riedel Artist 64 matrix frame, controlling 6 DSP

2312 desktop panels and 6 Bolero wireless belt packs. These units were used by CT crew and Clients within the CT virtual studio setup.

Our operators were able to program the E2 screen management system and media servers as they would in a normal live event setup from the direction of creatives and show call. We implemented the "live" aspects of the show via video conferencing, and we were able to encode real-time confidence monitors to return the live feedback to participants, so they could watch the show as it happened. Along with a video return feed, we could also communicate with the show participants to give them cues. This approach allowed us to integrate participants into the event from anywhere in the world.

The success of this solution is visible in the flexibility of the changes applicable in the design and in the real-time generative content that can be triggered and changed based on the client's request.

The show was streamed live onto the clients' website and recorded so it could be played back on their website via video on demand.

