



Gradient for JAB

A remotely produced trans-atlantic virtual event

Partner-led investment firm JAB relies on Gradient Experiential to produce and stream their annual investor conference, produced directly from JAB's office in London and simultaneously fed across the world into one seamless platform. Quite a challenge for a virtual production!

Gradient is a US-based full-service creative agency with experience at its core – operating in all dimensions. They create visceral human connections with lasting impact and believe in designing unparalleled experiences, whether in real life or virtually, driving human connection enhanced by innovative technology to generate results. For JAB, a widely known investment firm, the agency created, produced, and streamed its 2022 Investor Conference, hosted at the firm's facilities in London, to a global audience.

The challenge for Gradient was to produce a quality three-hour, two-day virtual production where the speakers can sit in a fully realistic virtual environment while ensuring flawless execution. Several virtual sets were designed to create a uniform visual narrative that reflected the panel's

branding. In real-time, Gradient inserted the speakers into the virtual sets, which reflected the category of each of the sessions. For example, "Fireside Chat" panels were located in a "room" designed to feel more comfortable or accommodate two speakers who could

not film together. The room also featured a mid-century malm fireplace, which Gradient felt reflected JAB's office aesthetic. The virtual stages (main stage, gallery space, screening stage, catwalk, and fireside), were part of a single Unreal Engine file.



For the virtual production of the event, Gradient relied on Brainstorm. Brainstorm provided them with a full team, integrated with their production staff, and ensured composed virtual scenes were ready to air live, on cue. Hosts and speakers were captured on a purpose-built green screen and composed in real-time using InfinitySet. Gradient used three Panasonic UE150 PTZ tracked cameras to capture the talent, which was keyed out using InfinitySet's real-time chroma keyer and virtual camera movements to enhance the production. Talents were composed in the virtual scenes using Brainstorm's unique technology that combines real and virtual shadows, allowing for a more realistic integration of talent and props.

Using various broadcast systems and production partners, Gradient facilitated a global production with six simultaneous locations, including Chicago, Boston, Los Angeles, New York, and Amsterdam. Each panel was a multi-camera, multi-speaker production streamed live into Gradient's purpose-built control room in London and fed into a virtual 3D world via Brainstorm.

Gradient accomplished this by employing a myriad of broadcast solutions such as LiveU servers, Dante routing systems, Tricaster switchers, BlackMagic Routers, and other fiber-based systems. In today's post-covid world, audiences expect the



flexibility of remote participation while still experiencing the quality of an in-person event. With their broadcast expertise and Brainstorm's advanced solutions, Gradient Experiential created an upscaled virtual production that goes way beyond the Zoom meeting aesthetic. In essence, it's a perfect example of the possibilities that remote production can deliver to companies of any size and audience scale. Virtual events are here to stay.

According to Corey Protin, Gradient's Head of Livestream and Studios, "the output from the 2022 show is a beacon for how financial institutions can conduct business in a virtual world. Using products like Brainstorm, you can sculpt a realistic impression of the ideal venue, while providing ease of convenience for C-Level Executives with demanding schedules. Being virtual also enables flexibility for

speakers who can't travel to a single in-person location. Combining these tactics, you create a product with a consistent narrative red thread, which is critical during investor-focused conferences."



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