

# ARVR

**MEPS (Mobile Ecosystem Pervasive Sensing Unit)**



**Company Name:** CentrStage (Arcadia Live)

**Funding:** Enterprise Ireland Innovation Voucher

**Project Title:** VR solution proposal for streaming and archiving of artist performances.



## Profile of Company

CentrStage is a company based in Cork city that aspire to set up an online platform which allows subscribers to watch live music performances in real-time from their homes.



## Problem to Be Solved

CentrStage are attempting to capture live performances and:

- Stream them live for subscribers via the website.
- Archive the performances for subscribers to access via their website, at an indefinite time later.

CentrStage want an immersive aspect to the captured footage and expressed an interest in discovering how VR could be used to accomplish this.



## How Gateway Delivered Solution for Industry

Following meetings with CentrStage – to gather requirements and identify the most relevant and efficient approaches to a solution – the approach taken was to research all currently available and in development VR and AR (Augmented Reality) technologies that could be used.

A competitor analysis was also undertaken, to identify currently existing applications which provide similar functionality to the aspired solution.



## Impact for the Company

CentrStage were provided with:

- A description of what VR and AR technologies are and how they could be applied by CentrStage.
- A description of two immersive VR solutions as well as entry level technology (providers, price and retailers) to accomplish these solutions.

CentrStage were then better informed and equipped to pursue their performance subscription service.