

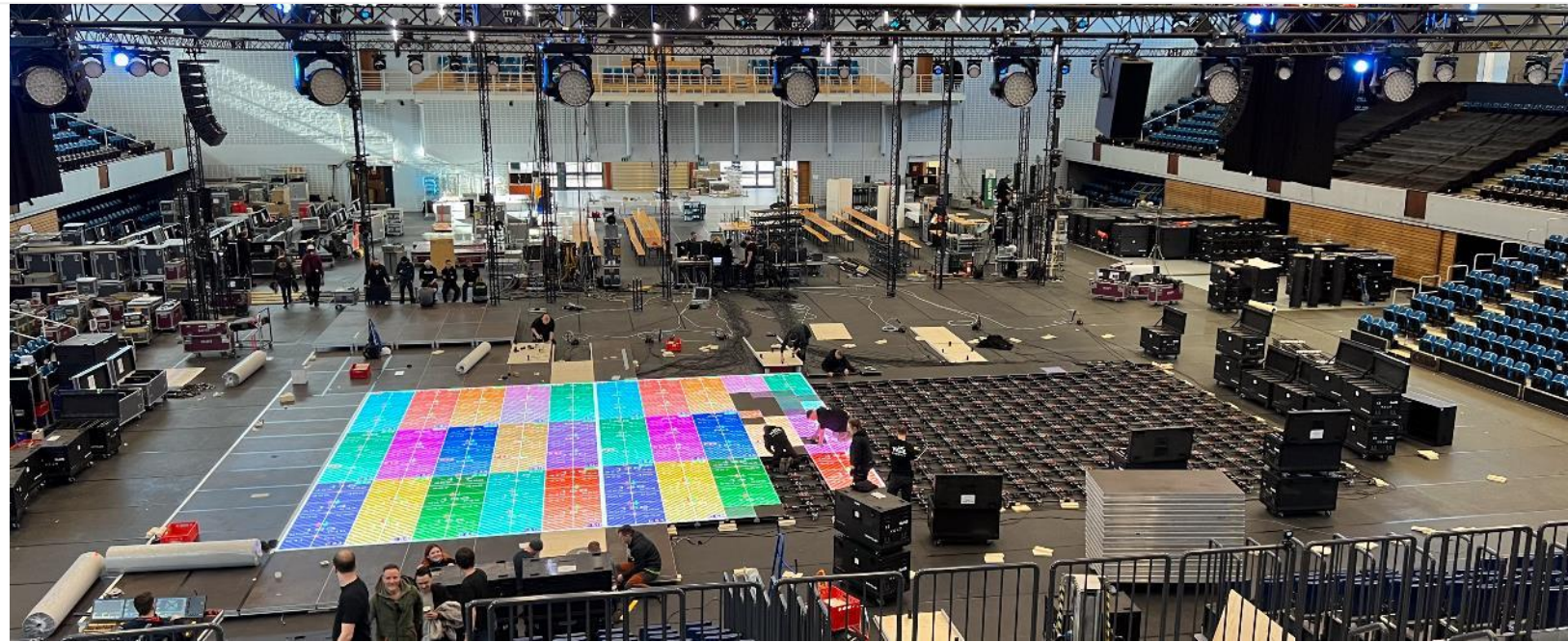


Fotos: Red Bull Media House

Red Bull Gameball Royale, Hamburg

Red Bull Gameball Royale, Hamburg

- assignment as technical full service provider for the event
- extensive creative services in the field of content production
- interactive 8K LED floor with content as a play area in the middle of the location
- use of an optical real-time tracking of the players to recognize the position
- use of a proprietary game engine based on the Unreal Engine
- full broadcast of the gaming event with 12 cameras, 8 live feeds and a total of 1.7 million views on TikTok, Twitch and YouTube



Red Bull Gameball Royale, Hamburg

- **Commissioned by:** the very essence
- **Client:** Red Bull Deutschland GmbH
- **Branches:** Erfurt, Berlin, München
- **Project Managers:** Marc Ehrhardt, Richard Gasch, Lennart Beimesche
- **Location:** Sporthalle Hamburg
- **Project Date:** 7th April 2023
- **Services:** Video, Audio, Lighting, Rigging, Content Production
- **Special Features:**
 - almost 200 m² of an interactively reacting LED floor with 8K resolution
- **Further Information Online**

