

Acumis Deliver IT Solution for the Aviva Stadium 3D Experience

Irish IT specialist firm **Acumis Technology** has designed the IT system that delivers an interactive 3D experience to sports fans across Ireland, giving them unique access to The Aviva Stadium in a dramatic personalised video.

The Aviva Stadium 3D Experience centres around you, the viewer, a relatively unknown rugby or soccer academy player, who on the day before a big international match gets a call up to the international team. The story follows your journey over the next 24 hours leading up to the match, culminating with you walking out onto the pitch to a full capacity Aviva stadium. To create a uniquely personalised 3D experience, your name and picture appear throughout the journey, and in many cases you also hear your name.



The 3D Experience takes place in a mobile simulator with 14 booths, each with an integrated 24-inch 3D LCD screen.

Apple iPads collect customer data outside the mobile simulator and link to the personalisation database housed in the simulator. Rack servers, high-end workstations with nVidia graphics technology and Xpol stereoscopic 3D displays form the backbone of the system.

“Aviva deserve huge credit for realising the potential of personalised 3D experiential marketing. They put their complete faith in the selected team of experts to deliver on their vision. Many months of hard work have resulted in an end product beyond expectation. We are extremely proud to be involved with such an innovative venture,” says **Mike Jenkinson, Managing Director at Acumis Technology.**

Acumis worked closely with a number of partners on the project including **vStream Digital Media**, the production company behind the 3D video shoot and developers of the ground-breaking 3D personalisation software, **Verve Arena**, who created & developed the core concept for Aviva, and specialist mobile simulator manufacturer **Vipex**.

About Acumis:

Acumis Technology (www.acumis.com) is an award-winning IT specialist. Formed in 1997, they continue to lead the way as the 3D design technology & IT specialist partner of choice for many of the most prominent firms in the Irish business community. Because of the broad range of professional industry expertise within the team, Acumis is uniquely positioned to provide the complete solution: from network design, computer systems and software, through to CAD training, 3D visualisation services, IT maintenance and beyond.

Selected for the project because of their experience in 3D visualisation and related technologies, Acumis’s challenge was to design and implement a system that would meet all the requirements of the bespoke personalisation software and 3D video content, deliver an immersive personalised 3D experience journey to the customer, and fit within the space constraints of the “Formula 1” style mobile simulator whilst blending with the aesthetics of the interior treatment.

Acumis carried out extensive research and testing to select the right mix of diverse technologies that integrate to provide a robust and seamless conduit for a world first in 3D personalised video.

According to **Niall Tracey, Sponsorship Manager at Aviva**, choosing a technology partner with the right skill set was imperative.

“This project required some real expertise to deliver what is a sophisticated technical solution. Acumis brought that expertise and some cutting edge solutions to ensure that sports fans get a truly immersive experience”.



The Aviva Stadium 3D Experience Mobile Simulator



your partner in design technology