

# Meeting Josh by Telekom

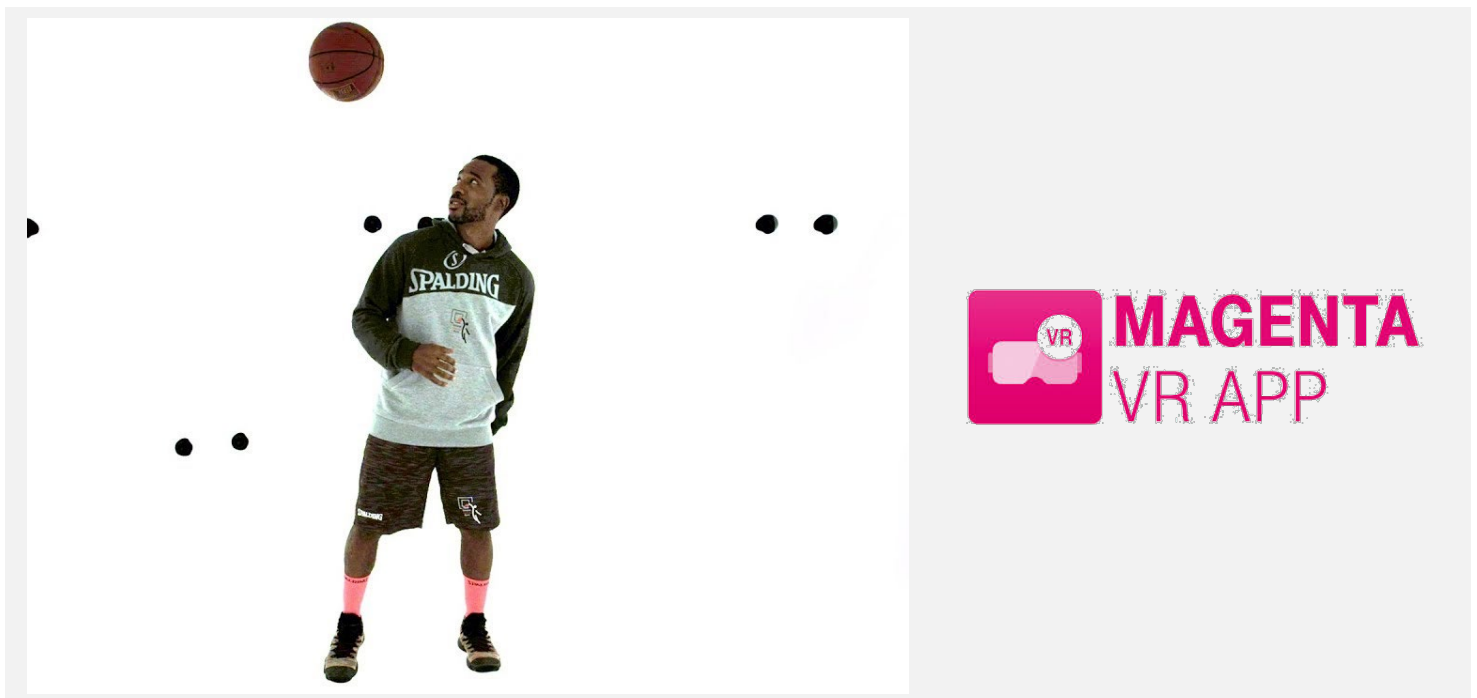
## Learn how to play basketball in VR

Volucap created the world's first 6DoF experience for mobile VR systems. The experience is a volumetric training session with the Basketball player of the Telekom Basket. Inside the experience the user can learn cool dribbles and precise throws from the former basketball star Josh Mayo.

Together with Deutsche Telekom and Anotherworld, Volucap produced the first fully mobile volumetric VR experience. The volucap of Josh was captured at the Volucap stage at the Babelsberg Studios, the oldest large-scale film

studio infrastructure in the world. Anotherworld scanned the outdoor basketball court in Berlin's Mauerpark as the background for the training location in the Experience.

Volucap took care of the project as lead agency to cover production, delivery and technical know-how. The experience, with full 6DOF movement can be experienced on Lenovo Mirage devices. The app is running on more than 70 mobile devices. You can join the session at the magenta VR app now.



### At-a-glance:

**Customer:** Deutsche Telekom

**Website:** [TELEKOM MAGENTA](https://www.telekom.de/magenta)

**Customer Size:** 220.000

**Country:** Germany

**Industry:** Telecommunication

**Products and Services:** Volucap & Microsoft Azure

## Customer challenges

*The client wanted to reach the target group with new content and at the same time create added value. In the developed Experience, a well-known sportsman shows tricks with a ball. These tricks were recorded at Volucap and later inserted into a 3D training area.*

*In the app, the viewer can now stand with the athlete on the virtual court and watch the tricks. The special thing is that the viewer can move freely on the training ground and watch the athlete from all directions.*

## Partner Solution

*Volucap's technology solves the previously very costly steps to create three-dimensional digital humans. The so far very cost-intensive steps are simplified by Volucap technology which makes it possible for everyone to use holograms of real people in XR applications.*

*A big advantage of volucap technology is that movements and facial expressions look much more natural than with animated avatars. Thus the technology achieves a higher authenticity which leads to an increased emotionality and immersion of the experience.*

## Customer Benefits

The volumetric content and the resulting experience are the next step after 360 ° videos. Previously you could only rotate 360 ° in a 360 ° video, now it is possible to move freely in a volumetric experience. In this way, the viewer can better remember the transmitted content because these becomes part of his reality for a moment. Compared to normal 3D production, which usually takes several months for photo-realistic, moving human figures, saves the costumer 80% of his costs with higher product quality. Movements like professional athletes cannot be animated exactly by hand, these movements can only be recorded with Volucap.



*“It’s the content that counts – Deutsche Telekom is driving forward the development of professional and innovative virtual reality material. Its IFA showcase previews the technical possibilities of VR. The company is researching non-stop into new VR technologies and their potential applications in current and future spheres of life, as 5G is poised to open up entirely new frontiers.”*

*Malte Reinhardt, Spokesperson at Telekom*

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