

Immersive Live Experience – KT Use Cases/Services

ITU-T Q8/16 Workshop

Hoerim Choi | 2017. 01. 19



Contents

1 **KT 5G Service Outlook**

2 **5G Technology for ILE Service**

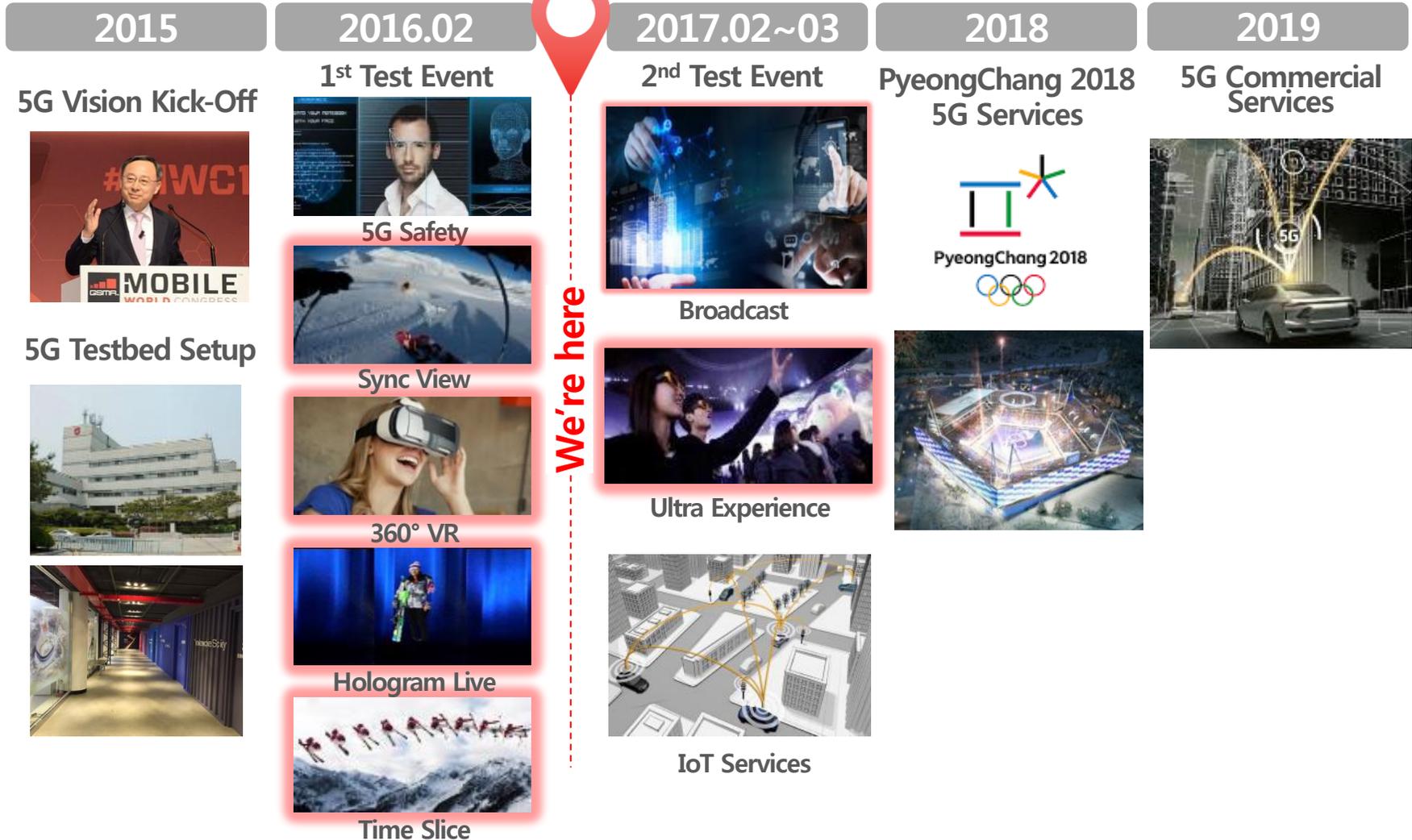
3 **KT 5G ILE Services**

4 **ILE Service in market**

5 **Q&A**

01 KT 5G Service Outlook

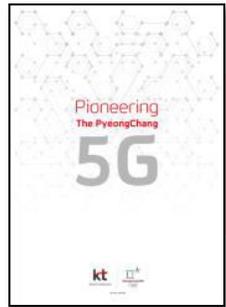
Roadmap for Commercial Launch of 5G Services



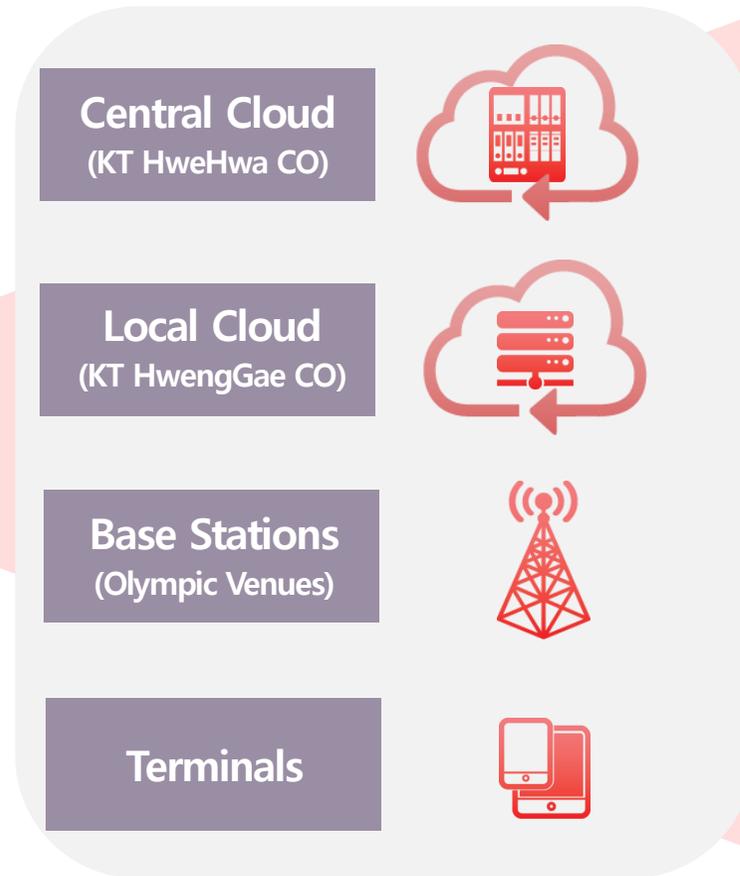
We're here

02 5G Technology for ILE Service

Underlying infra technologies to deliver 5G Immersive Services



5G SIG Spec



Ultra Experience



Sync View



360° VR



Hologram Live



Time Slice

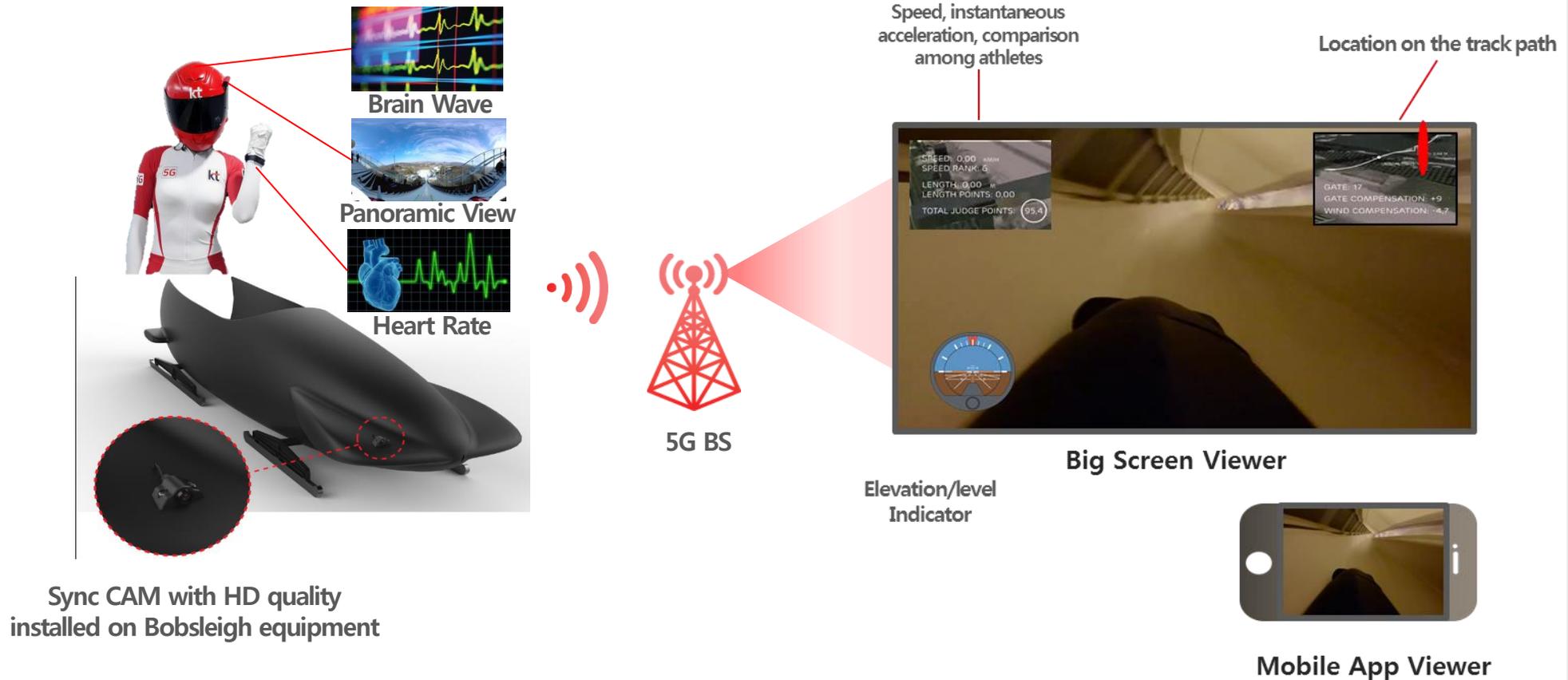
Until PyeongChang 2018 Winter Games

D-385



03 KT 5G ILE Services (Sync View)

The Service enables HD live transmission of 1st Person View in action



03 KT 5G ILE Services (360° Live VR / TimeSlice)

The Service provides 360° surrounding experience on live ceremony and action

1 Olympic Stadium VR Zone

► Bring captivating excitement



2 Competition Venue VR Zone

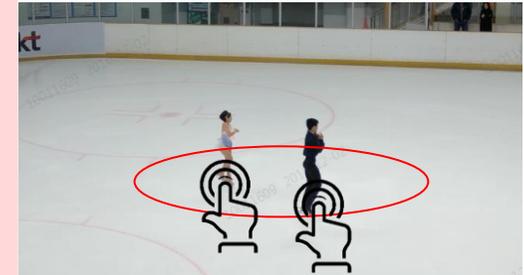
► Offer new visual experience



VR Headsets



100 Cameras installed



Precision angle visuals



Selected area view

03 KT 5G ILE Services (Omni View)

The service provides multiple live angle views along with augmented information

Dynamic Angles

- Athlete's point of view
- Interactively selected 3rd point of view
- Graphic snapshot of playing field

Athlete Location Tracking

- Athlete tracking device
- Real time speed & location incorporated for enhanced precision
- Motion-based automatic angle switch

3D Application

- 3D map representing the playing field
- Athlete's status indicator



Positioning Sensor



Preinstalled Cameras at strategic points



Service available for mobile device

03 KT 5G ILE Services (Hologram Live)

The Service live teleports holographic image to/from remote sites

1

Multi-site Hologram



Real time merging site



Venue A



Venue B

2

Telepresence Hologram

4-sided Hologram



Seoul



Rio

Rio 2016 Summer Games Demo

Optical Hologram in real-size (More advanced technology)



04 ILE Service in market (KLive)

The Service provides live concerts experience with holographic pop stars on stage



Facebook
Review 4.7



Google
Review 4.3



tripadvisor
Review 4.5



Ticket price
\$30
(face value)

Media in general



Enhance
resolution & quality



IM-MERSIVE



Create
a believable world



Thank you

