



RASSI ENGINEERING  
BROADCAST INNOVATION

**COMPANY PROFILE**  
Autumn 2020



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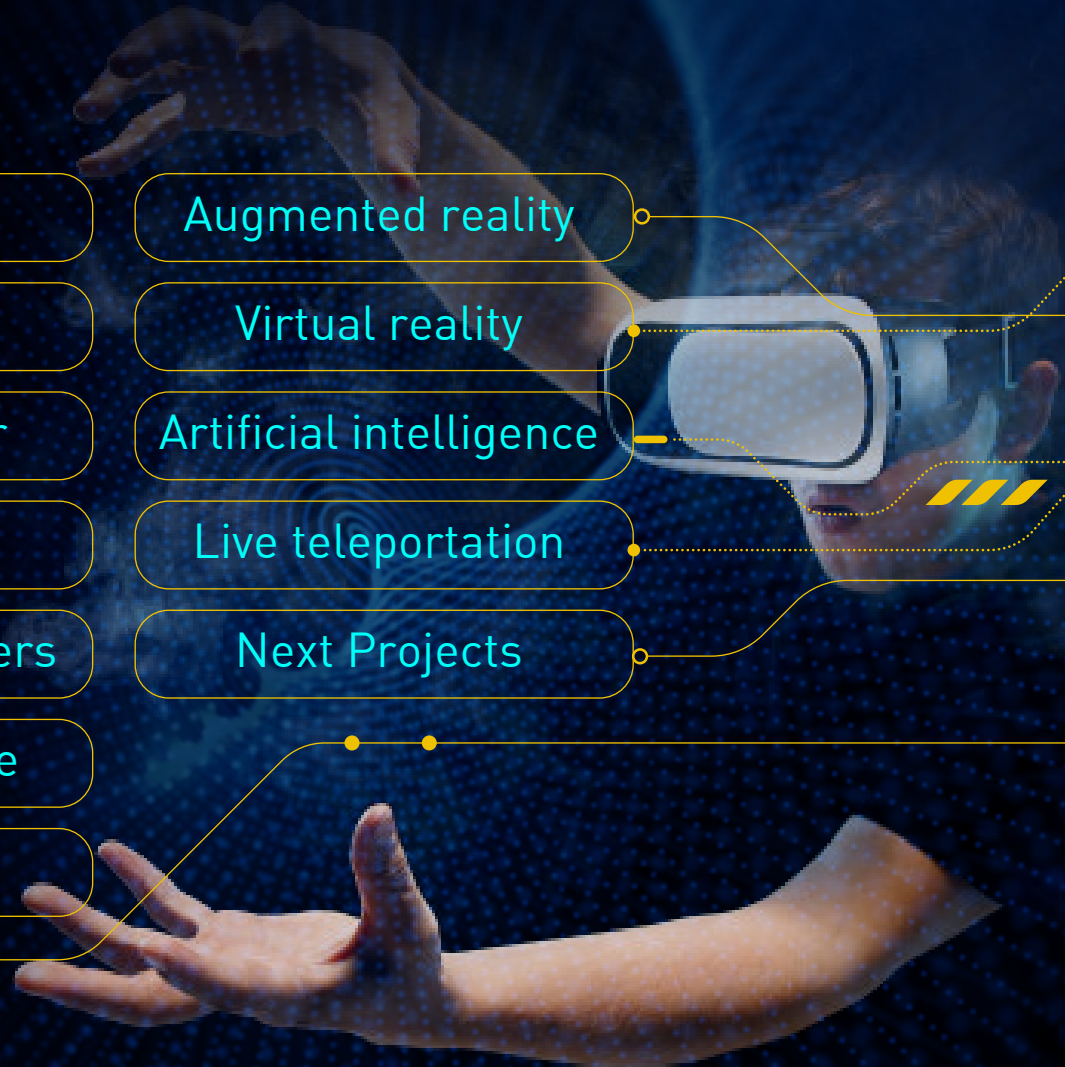
Augmented reality

Virtual reality

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# MEET THE TEAM



**Eng. Marwan Rassi**

- AR and VR expert
- Electrical and Computer Engineer



**Dr. Jonathan Fraine**

- Artificial Intelligence and Computer Vision Consultant
- Phd Astro-physics
- NASA contractor



**MBA. Mohamed Missilmani**

- Content Creator
- University Lecturer
- TV Production Manager



**Vatche Serourian**

- Senior Developer
- 3D artist
- Ventuz Technologies expert



# ABOUT US

TECHNOLOGY

CONTENT

ART

We combine the know-how and the technology with the creative conceptualization to formulate the best blend for broadcasters



The Only limit to our impact is our  
**Imagination and commitment**

When you're **committed** to something,  
**you accept no excuses, only results**





# WHAT WE DELIVER

As early as **1996** we have been supplying **innovations in the broadcast field** that were continuously appreciated by millions of viewers in the **Mena and GCC** regions. Those **innovations** were the subject of many **awards** throughout the years.



## Winners of Ramadan Best Game Shows

**1st and 2nd** places  
Ramadan 2019  
with MBC & SBC

**1st** place  
Ramadan 2018  
with SBC

**1st** place  
Ramadan 2017  
with Saudi TV  
First live Virtual Studio

**3rd** place  
Ramadan 2016  
with Oman TV



# OUR CLIENTS

We collaborate with many prominent TV and Media Channels and with the best Production Houses all around the Arab World producing several successful TV shows.

Here are some of our clients



and many more



MORE THAN  
**250 TV SHOWS**

MORE THAN  
**35,000 HOURS** of live television



# TECHNOLOGY PARTNERS



Ventuz is a node-based production and design environment for creating

- . presentations
- . video wall content
- . interactive applications
- . broadcast graphics
- . experimental design projects



Intel RealSense Technology is a tracking technology designed to be used in

- . autonomous drone
- . robots
- . AR/VR
- . smart home devices



Unreal Engine is the world's most open and advanced real-time 3D tool for creating

- . cutting-edge content
- . interactive experiences
- . immersive virtual worlds



## OUR LEADING EDGE

**Fast reacting crew**  
to demands and requirement

**Guaranteed 99.9%**  
uptime

**Full content creation**  
we deliver scripts , data,  
statistics, research analysis  
with all the knowledge of the  
**Mena and GCC market**

**Unlimited and unsolicited**  
last minute modifications with  
**no extra charges**

**A multi discipline state of the art**  
computer and graphic engine

**All hardware, software and**  
**Graphics** for Virtual Sets, Teleportation  
system, Artificial Intelligence and Augmented  
Reality are available at **Rassi Engineering**



# OUR SERVICES

Conceptualization

Augmented Reality

Virtual Sets

Data Visualization

Real Time Graphics

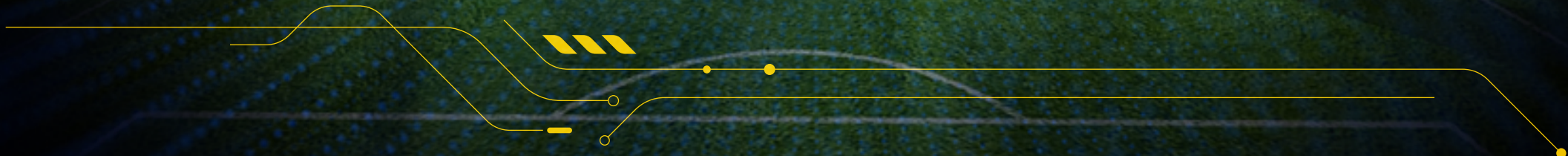
Content Creation

Teleportation

Artificial Intelligence



# AUGMENTED REALITY AR





# AUGMENTED REALITY AR

The image displays an augmented reality (AR) visualization of a Formula E race leaderboard. The leaderboard is presented as a series of horizontal bars, each representing a driver's performance. The background is a futuristic, dark environment with glowing purple and blue lines, suggesting a virtual race track or pit lane. The leaderboard data is as follows:

Rank	Driver Name	Country	Team	R12 Latest	Points
1	n-Éric RGNE	France	#22 DS TECHEETAH FORMULA E TEAM	0	130
2	Lucas DI GRASSI	Brazil	#11 AUDI SPORT ABT SCHAEFFLER	10	108
3	Mitch EVANS	Australia	#20 PANASONIC JAGUAR RACING	18	105
4	Sébastien BUEMI	Switzerland	#23 NISSAN E.DAMS	28	104
5	António Félix DA COSTA	Portugal	#28 BMW I ANDRETTI MOTORSPORT		
6	André LOTTE				

Below the main leaderboard, there are smaller portraits of other drivers: Jérôme D'AMÉ, Sam BIRD, and Robin FRIEDL. The overall scene is illuminated with vibrant blue and purple lights, creating a high-tech, futuristic atmosphere.



# AUGMENTED REALITY AR





# AUGMENTED REALITY AR



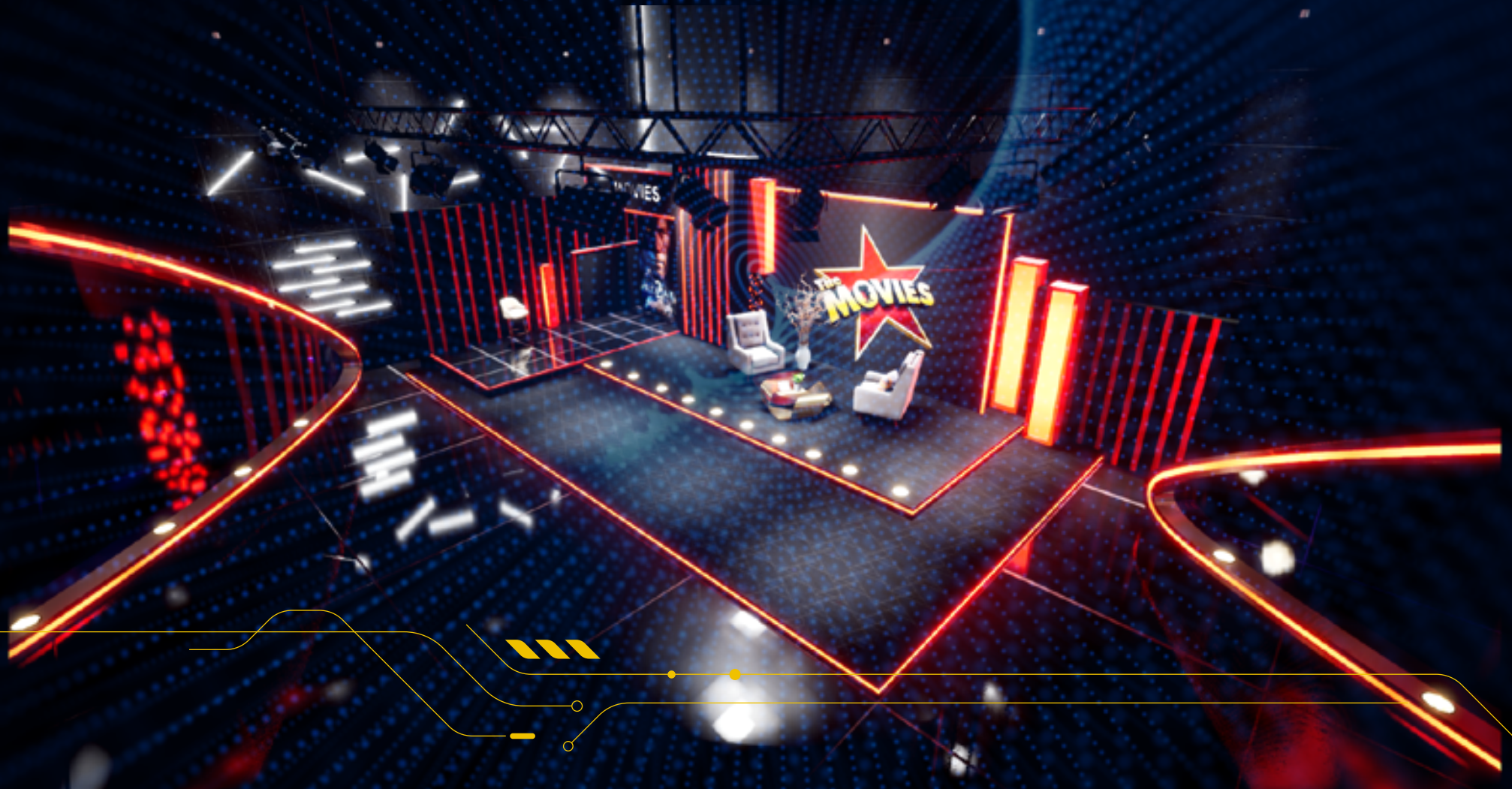


# AUGMENTED REALITY AR





# VIRTUAL REALITY VR





# VIRTUAL REALITY VR





# VIRTUAL REALITY VR





# VIRTUAL REALITY VR





# VIRTUAL REALITY VR





# VIRTUAL STUDIOS - CONTROL SOFTWARE



Up to  
**96 cameras**  
and  
**movements**



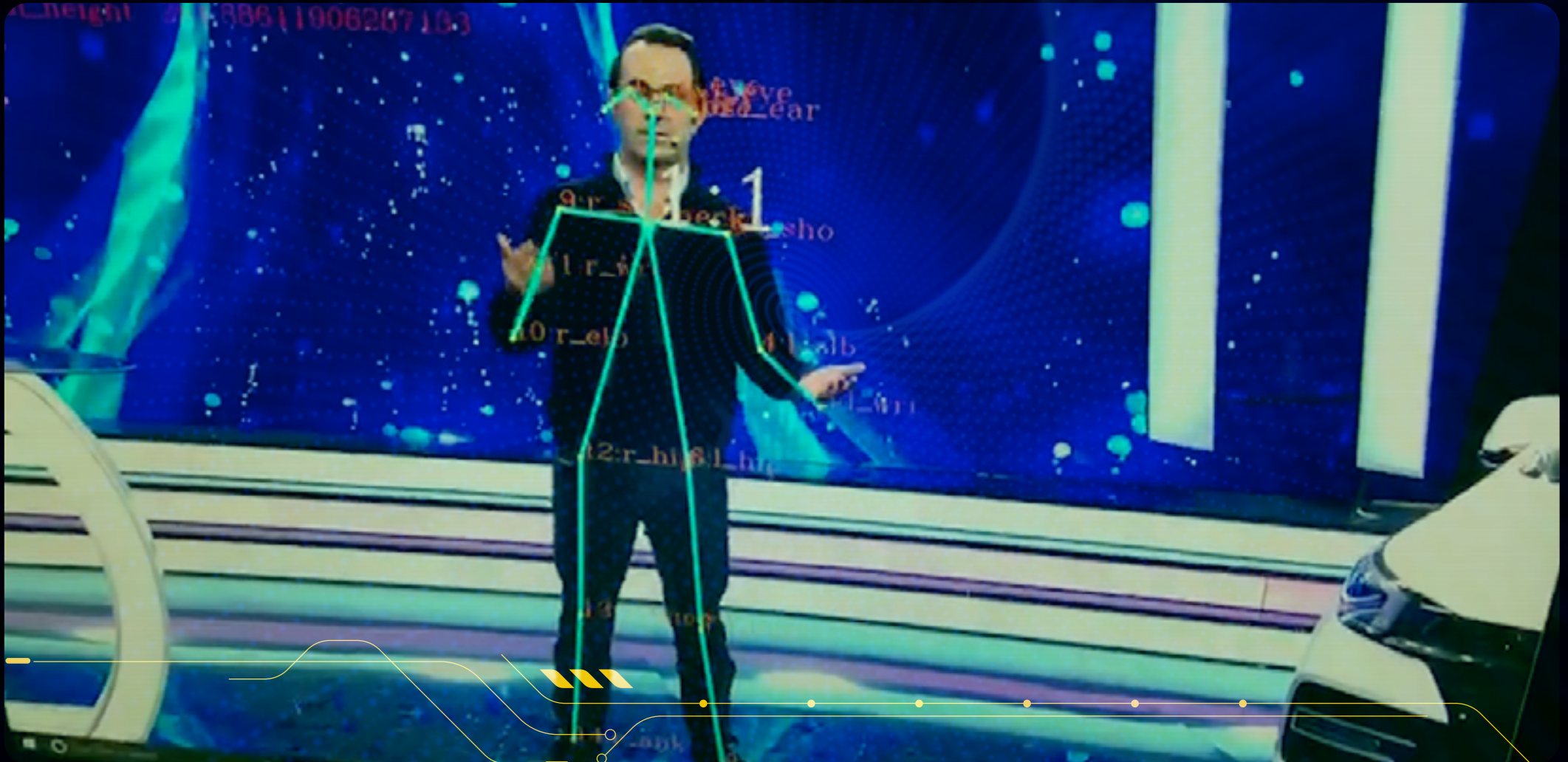
# ARTIFICIAL INTELLIGENCE



**MoCAP** technology  
Real-time face capture



# ARTIFICIAL INTELLIGENCE skeleton tracking system





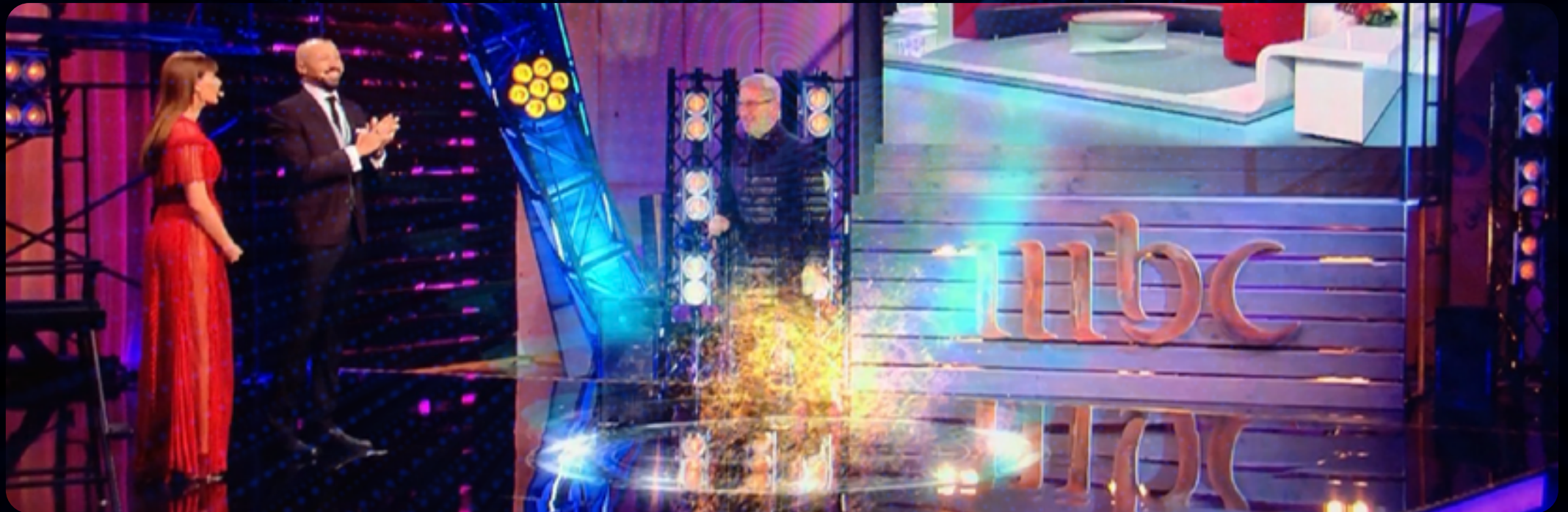
# ARTIFICIAL INTELLIGENCE skeleton tracking system





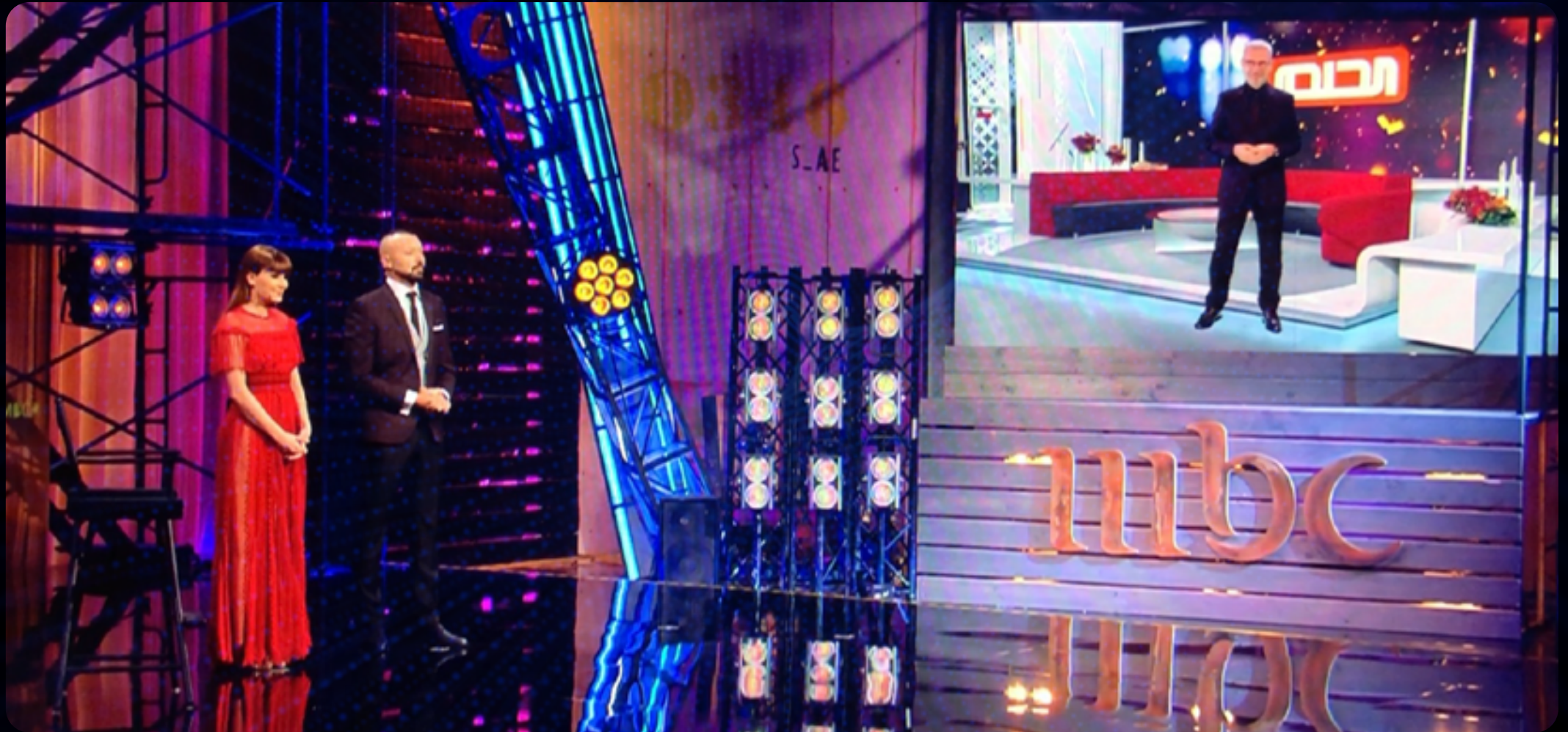
# LIVE TELEPORTATION SYSTEM

Our bespoke **teleportation live system** transports a presenter from **one geographical location to another**





# LIVE TELEPORTATION SYSTEM - 01



PRESENTER ON LED SCREEN IN DUBAI



# LIVE TELEPORTATION SYSTEM - 02



PRESENTER DISINTEGRATES INTO PARTICLES



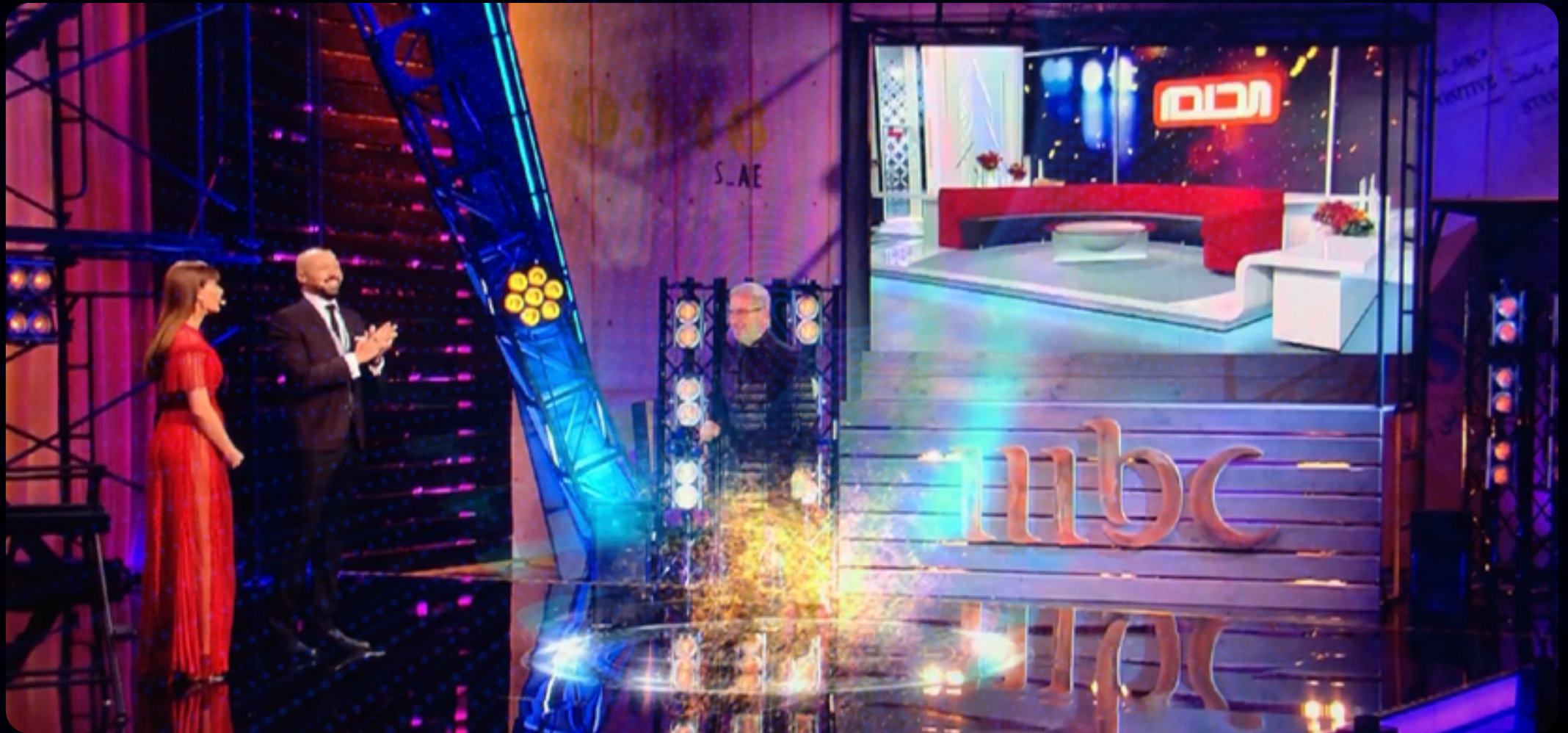
# LIVE TELEPORTATION SYSTEM - 03



PRESENTER DISINTEGRATES INTO PARTICLES



# LIVE TELEPORTATION SYSTEM - 04



THEN MATERIALIZES IN THE STUDIO IN BEIRUT



# LIVE TELEPORTATION SYSTEM - 05



THEN MATERIALIZES IN THE STUDIO IN BEIRUT



# LIVE TELEPORTATION SYSTEM - 06



PHISICALLY PRESENT WITH THE TWO ANCHORS IN BEIRUT

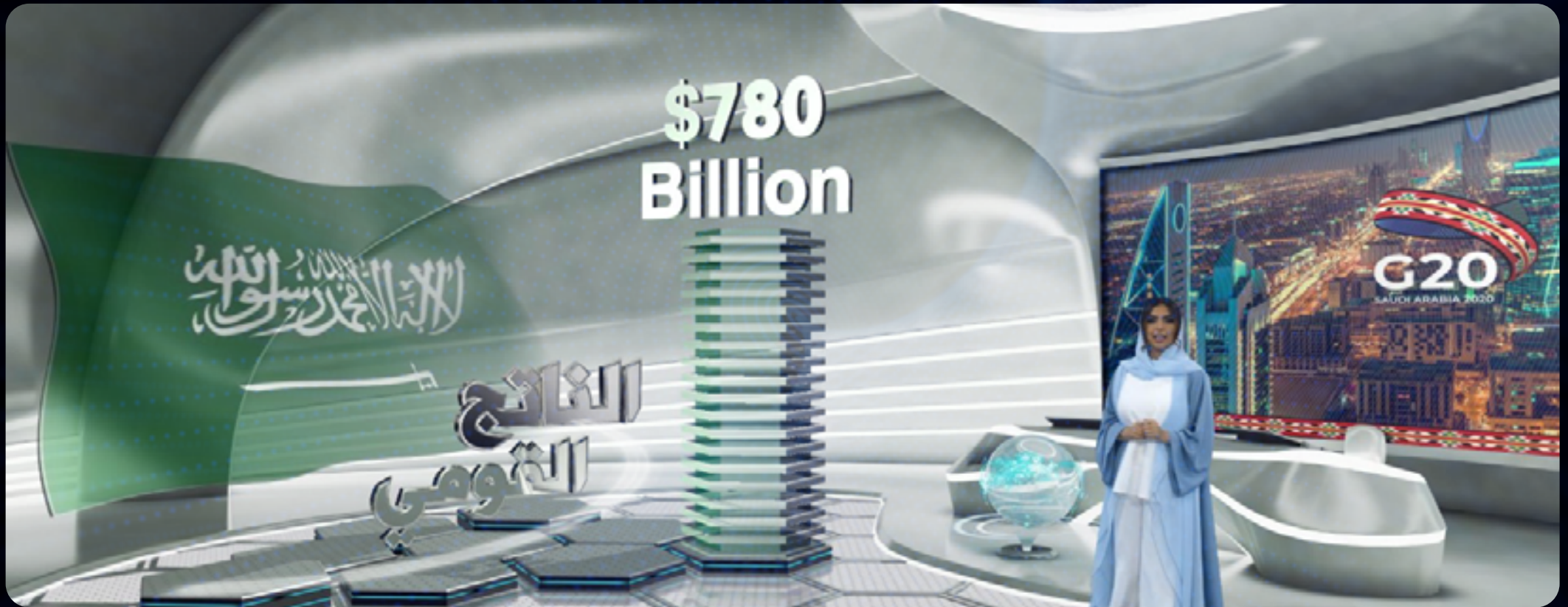


# LATEST PROJECT





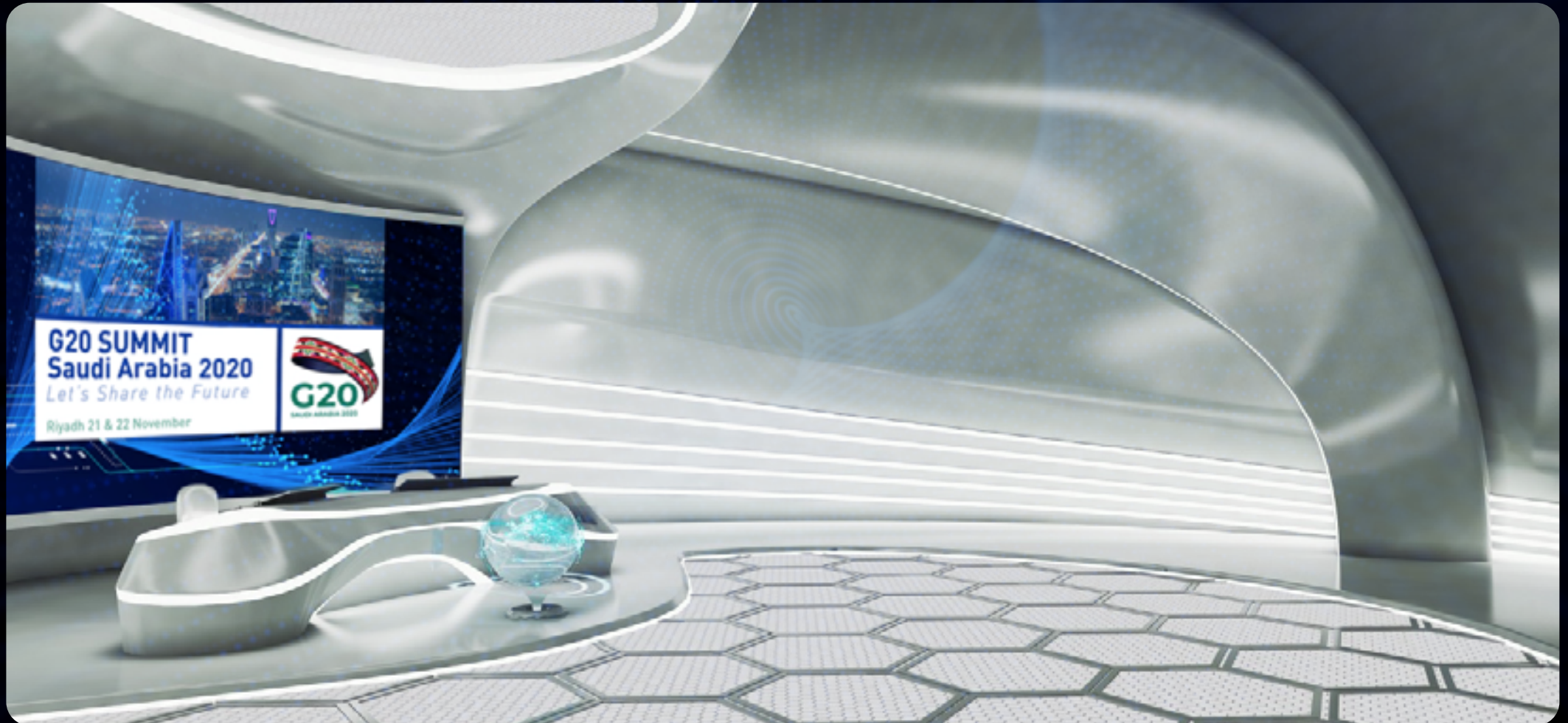
# MOOD BOARD



We opted for a white set to keep the scene clean for all the augmented reality elements that will be shown throughout the broadcast. **To keep the focus where it should be**



# MOOD BOARD



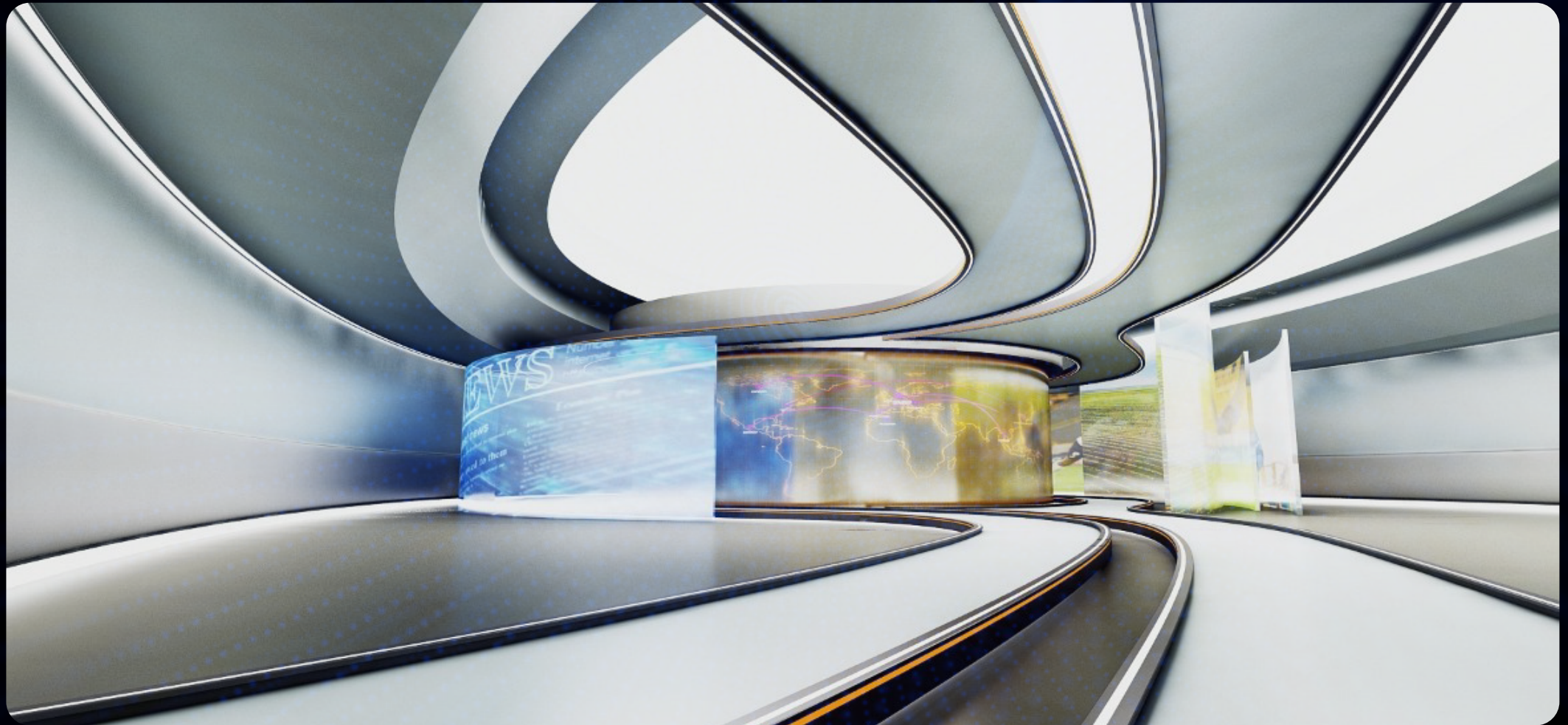


# MOOD BOARD



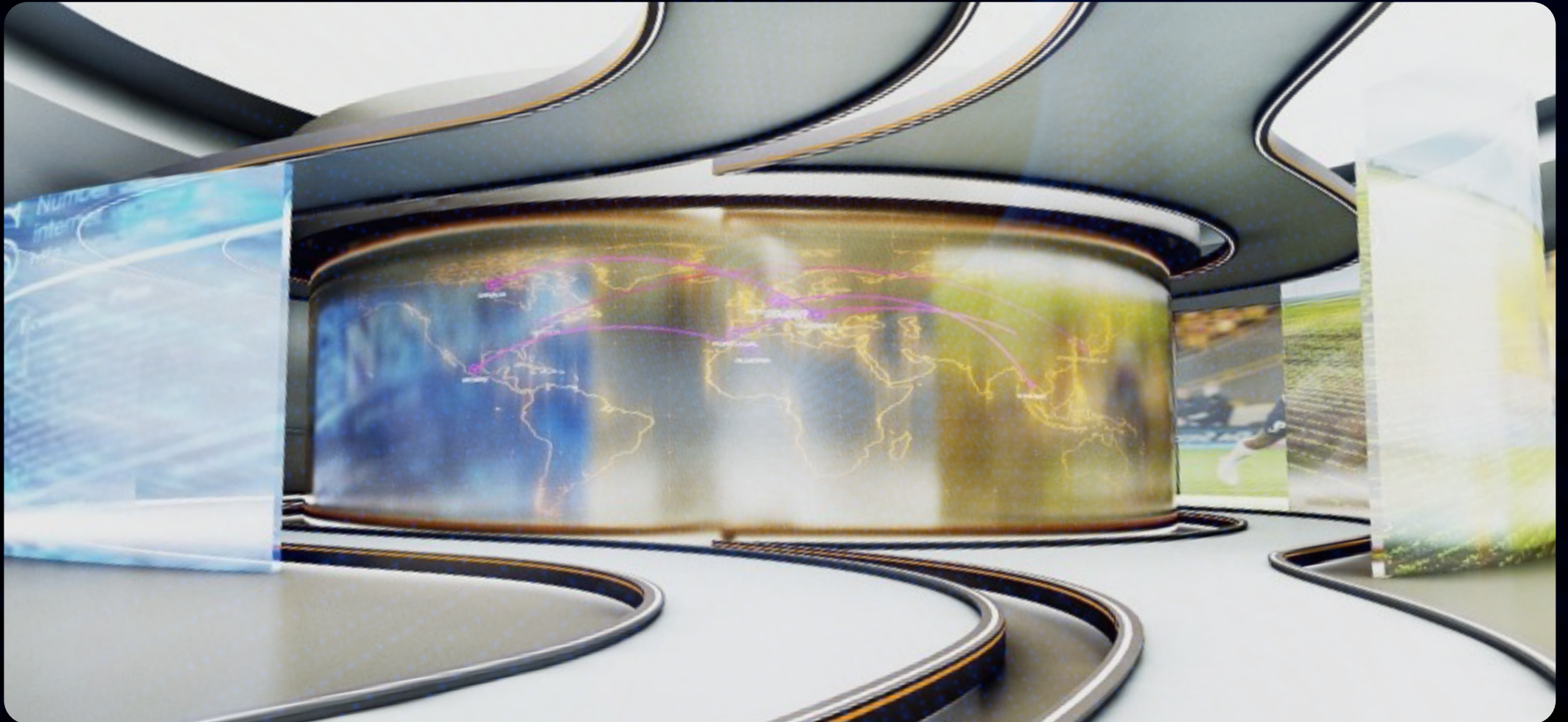


# MOOD BOARD





# MOOD BOARD



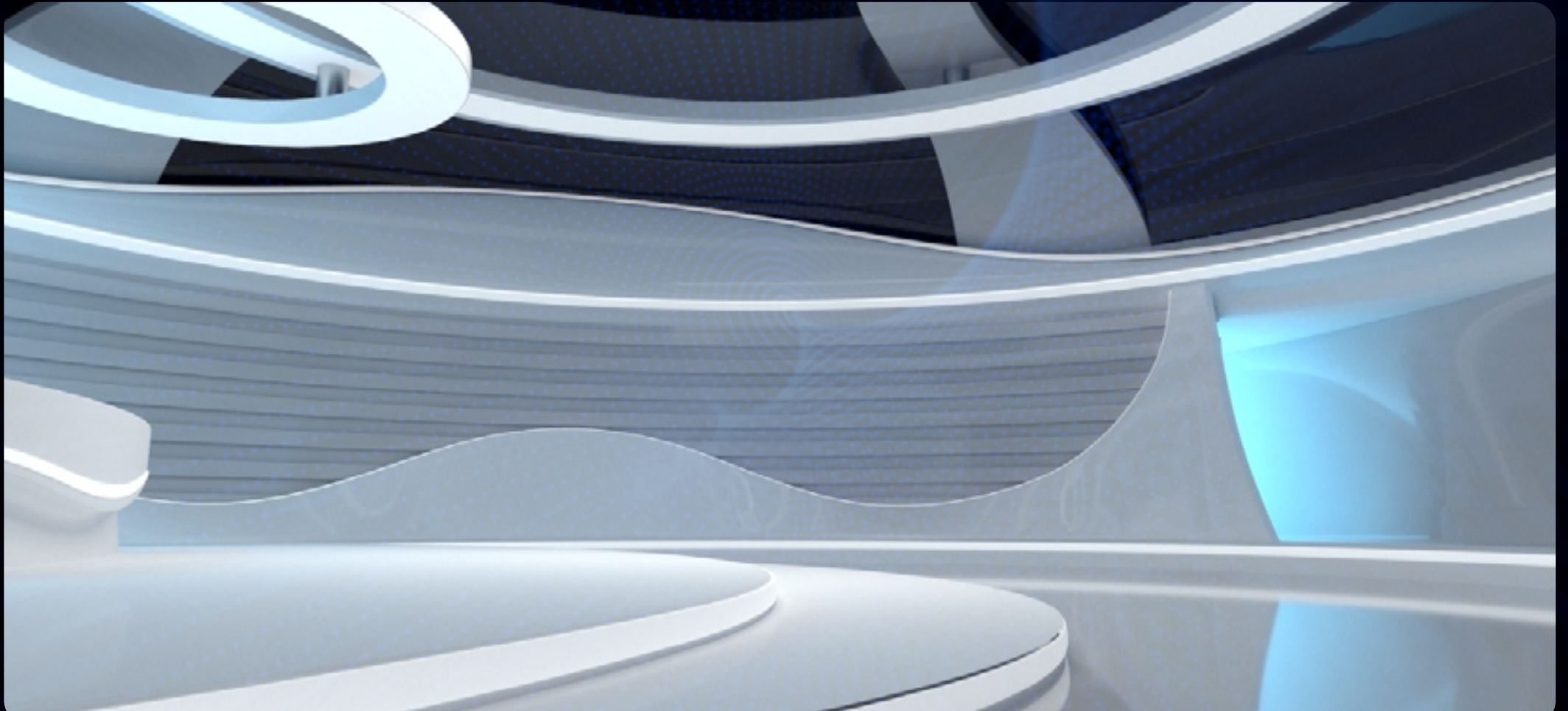


# MOOD BOARD





# MOOD BOARD







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THANK YOU