

## Brainstorm will showcase advanced Virtual Production and XR in partnership with Alfalite at CABSAT 2025

The two companies will demonstrate the flexibility of their solutions for any kind of Virtual Production, XR and AR requirements

**Madrid, May 5<sup>th</sup>, 2025.** Brainstorm, leading manufacturer of real-time 3D graphics and virtual studio solutions, will be exhibiting at CABSAT 2025, stand S1F40, showcasing its latest innovations in **Virtual Production, Real-Time 3D Graphics, and Immersive Presentations solutions**. In partnership with **Alfalite**, the European LED manufacturer, the stand will feature a 1.9mm pitch, 3x3-meter LED volume along with a green screen set, which will highlight the possibilities of a combined approach to Virtual Production and allowing content creators of any kind and size to find the perfect solution for their requirements.

Pivotal in this setup will be the public demonstrations of **Suite 6.2**, the latest version of the Brainstorm flagship products **InfinitySet, Aston, and Edison**. This showcase will feature a data-driven, real-time **Virtual Production XR & AR show**, powered by InfinitySet using **Unreal Engine 5**. With groundbreaking features like multiple scene management, talent tele-transportation, and hyper-realistic, in-context AR graphics, this demonstration will illustrate how InfinitySet seamlessly integrates cutting-edge virtual production techniques. The entire show will be controlled by the presenters with a simple clicker, proving that any production can be interactive and talent friendly, regardless of its complexity.

Utilizing a straight-forward setup with PTZ cameras, the presentation will highlight InfinitySet's raw power and optimized software, allowing a **single workstation** to manage virtual production across LED and chroma sets, handle different inputs, and incorporate real-time AR graphics. Features such as extra-render, set extension with color-matching 3D LUTs, and immersive talent tele-transportation will showcase the power and efficiency of this technology.

Brainstorm will also demonstrate Aston's capabilities in **data-driven, in-context AR graphics**, which will be used throughout the demo. These graphics can be embedded into immersive virtual environments—including Unreal Engine (UE) scenes—where they interact seamlessly with on-air talent and the scene itself. Aston also enables **multi-channel graphics** and collaborative workflows, streamlining content creation for broadcast professionals.

For corporate and education environments, Brainstorm will showcase the latest developments in the **Edison Ecosystem**, including EdisonGO, a custom-built capture environment that provides video and tracking information from an iPad, and introducing Edison OnCloud, a subscription-based web service that allows any user to create immersive presentations on the cloud.

"We've been very successful in the ME market since the pandemic, and we perceive our solutions fit perfectly this market because of their raw power and flexibility" says Francisco Gallego, EMEA Sales Manager. "Our growing presence at CABSAT highlights our commitment with the region, and we are also delighted to partner with Alfalite to provide attendees with a powerful presentation."

Brainstorm's advanced yet user-friendly products meet today's rapidly evolving broadcast and AV market requirements by providing state-of-the-art real-time 3D graphics, VP/XR (Virtual Production & Extended Reality), AR (Augmented Reality) and virtual studio solutions, serving the broadcast, film, and corporate industries. With over 30 years of innovation, Brainstorm empowers content creators with cutting-edge technology to deliver immersive and engaging visual storytelling. More information on [www.brainstorm3d.com](http://www.brainstorm3d.com)

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