



Connecting fantasy to reality for Amazon Prime's Wheel of Time launch event

How Dejero put the “live” into Live Action Role Playing from the remote hills of Tuscany

Amazon Prime Italia opted for an innovative way to promote its new fantasy series, *The Wheel of Time*, ahead of its release at the end of 2021. The company streamed a four-hour Live Action Role Playing (LARP) launch event on its Twitch and YouTube channels, in order to engage young OTT viewers.

Local Italian production company Nexting deployed Dejero technology for connectivity at Garganza Castle in Tuscany, the theatrical backdrop for the launch event. Featuring famous streamers, gamers and commentators, the multimedia presentation was streamed live to more than 5,000 spectators.

“The set was potentially the entire castle, so we had to think of a way to ensure camera operators could capture the action without fear of transmission being interrupted.”

Antonio Palmieri, co-founder and CEO, Nexting

About Nexting

Founded in 2017, Nexting provides 24 / 365 coverage to broadcast major events around Europe. Its extensive team of skilled camera operators, editors and technical specialists cover remote transmission for live events, sport and news, through the most advanced technology, streaming and satellite uplink in SD / HD. Nexting also provides press office services, social media strategy, content creation, brand awareness and much more.

NEXTING
INNOVATIVE COMPANY

Challenge

Gargonza Castle is a 13th century fortified village, spread across 10,000 square meters in the Valdichiana valley. Connectivity was therefore limited, posing technical hurdles for producing a live broadcast with multiple links between interiors, alleyways and open spaces in the remote foothills of Tuscany.

The LARP session itself provided a unique challenge compared to traditional live broadcasts, because there was neither a script nor a plot, thereby offering little opportunity to plan or rehearse camera shots. As a result, the mobile cameras on site needed to be able to roam without losing connectivity in order to capture the 100 extras as they improvised freely around the dramatic surroundings.

“The event location gave us amazing panoramic views over Valdichiana, close to the city of Arezzo,” said Antonio Palmieri, co-founder and CEO, Nexting. “A stunning place, but with really terrible connectivity! The set was potentially the entire castle, so we had to think of a way to ensure camera operators could capture the action without fear of transmission being interrupted.”

“It was absolutely crucial that our wireless camera operators could roam freely without fear of losing connectivity.”

Antonio Palmieri, co-founder and CEO, Nexting

Solution

Nexting covered three different sets with 17 fixed cameras, eight wireless cameras and a drone to ensure none of the action was missed across multiple locations. The company guaranteed reliable connectivity for the wireless cameras using Dejero EnGo mobile video transmitters. The gear was equipped with SIM cards from multiple network providers to create a stable, resilient internet connection to cover the remote site.

Leveraging Dejero’s Emmy award-winning *Smart Blending Technology*, the Dejero GateWay network aggregation solution provided high bandwidth and reliable public internet connectivity, facilitating the delivery of low-latency video from anywhere in the village.



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Dejero GateWay network aggregation solution provided high bandwidth and reliable public internet connectivity to send camera feeds to a central MCR room for remote production of the launch event

By combining multiple wired and cellular connections from multiple networks into a single service, an SRT encoder could live stream to a central MCR room for remote production with seamless connectivity.

In addition, Nexting utilized the Dejero Control cloud-based management system ahead of the live stream. The system enabled the company to monitor the EnGo SIM cards, traffic usage and mobile coverage all from a web browser, allowing the production crew to maintain optimum SIM configuration in the various locations.

Nexting also used the Dejero EnGo's internal IFB system and a radio backup for communications, which enabled real-time collaboration and feedback between the crew on set and dispersed teams across the globe.

"It was absolutely crucial that our wireless camera operators could roam freely without fear of losing connectivity. With EnGo – which automatically connects to multiple IP networks simultaneously, including cellular, Wi-Fi and Ethernet – our crew had the freedom and mobility to stream from the best possible vantage points in any of the castle locations," said Palmieri.



Nexting and Dejero were able to provide creative freedom to the Amazon Prime production teams in this ambitious live launch event



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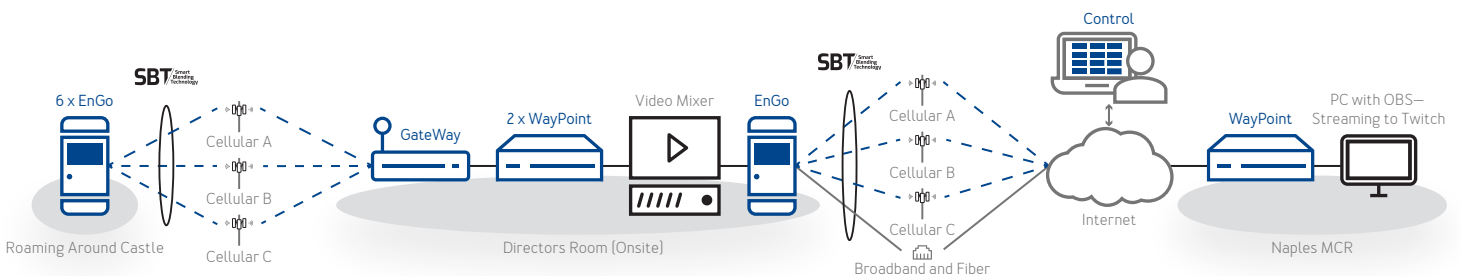
Solution components

*The **Dejero EnGo** efficiently encodes and securely transmits high-quality live video from the field while also empowering mobile teams to work more efficiently with resilient, high-bandwidth, wireless internet access.*

***Dejero WayPoint** receivers reconstruct video transported over multiple IP connections, decode HEVC or AVC, and output the video for production and distribution workflows.*

*The **Dejero GateWay** network aggregation device delivers resilient internet connectivity for media production applications including video, data and audio.*

***Dejero Control** is a cloud-based management system that offers the flexibility to centrally manage Dejero equipment from a web browser.*



Dejero EnGo, GateWay and Control provided a resilient connectivity workflow to achieve uninterrupted live streaming of the launch event

Results

With Dejero connectivity solutions, Nexting were able to provide creative freedom to the Amazon Prime production teams in this ambitious live launch event. It gave them the confidence to live stream from the incredibly challenging remote location of the Gargonza castle. With *Smart Blending Technology*, both creative and production teams were unrestricted even in this very challenging location.

The Dejero EnGo mobile transmitters and GateWay network aggregation device created a fast, secure and reliable pipeline to transmit video and data across the historic setting, enhancing reliability, expanding coverage areas and delivering greater bandwidth.

All the wireless cameras and feeds were monitored with ease using the Dejero Control cloud based management system, enabling Nexting technicians to adjust settings and troubleshoot remotely so the camera operators could focus on getting the shot.

With Dejero, a smooth creative process was ensured for the production crew and a unique viewing experience engaged the 5,000 spectators who watched the event live across Amazon Prime Italia's Twitch and YouTube social channels.

"We love the versatility of the EnGo because it works with different cameras and resolutions, which is really important for a video transmission. Using Dejero Control allowed us to manage all of those video feeds and monitor the connection status for each camera," added Palmieri.



With Dejero's EnGo, Nexting's camera operators could roam freely and live stream from the best possible vantage points in any of the castle locations without fear of losing connectivity



The Nexting production crew had the freedom and mobility to stream from the best possible vantage points in any of the castle locations

Content is king. Connectivity is kingmaker. We're here to help you acquire, produce, and distribute your content with critical connectivity.

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