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ENCO to Emphasize Augmented Reality for Corporate Events at InfoComm

Step inside ENCO's virtual production studio environment at InfoComm this week, with green-screen technology and Unreal Engine 5.3-powered 3D rendering and visualization

Novi, MI, June 10, 2025 – [ENCO](#) will once again bring Qimera Virtual Production to InfoComm, showcasing the power of its all-in-one workflow for corporate meetings and live event production. Qimera is a real-time 3D compositing tool that allows content creators to utilize advanced virtual sets anywhere. At InfoComm, ENCO will show how the complete solution delivers advanced virtual production technology and AR/VR/XR graphics in a way that is both groundbreaking in appeal, yet easy to deploy, manage and operate.

Coupled with single-operator ease of use, its affordable price model makes Qimera a fit for budgets across the AV industry including the corporate enterprise vertical. Its compositing tools were built with modern, automated production workflows in mind, beginning with its easy and intuitive user interface. Users can quickly incorporate highly advanced virtual sets and real-time augmented reality graphics thanks to its quick learning curve.

New for InfoComm, Qimera Virtual Production is built upon Unreal Engine 5.3 for improved 3D rendering and visualization. Key additions include increased luminance for more realistic reflections and lighting, bringing a stronger impression of reality to the virtual environment. Unreal Engine 5.3's enhanced virtualized rendering adds to that impression through its production of crisper and more realistic images. Qimera also boasts an expanded library of 3D visualization charts to extend the possibilities of AR and VR applications within its live production workflow.

Visitors to ENCO's booth (2870) will find a working demonstration of Qimera virtual production workflow for live events. The on-booth Qimera experience will include green-screen technology with 3D multi-camera tracking, PTZ camera integration, 3D graphics assets and real-time data feeds that can be composited along with live camera feeds for corporate broadcasts and webcasts. Attendees can interact with the technology and manipulate virtual production elements.

ENCO representatives will also be on hand to discuss Qimera's live data capabilities, including automating graphics feeds with its MOS Listener for newsrooms, an application that monitors incoming media objects which can be displayed live (names, titles, graphics, etc.). Visitors will also learn how Qimera's real-time 3D charts and graphs can be

generated in Augmented Reality with no green screen and intermixed with live camera feeds.

The Qimera virtual production experience prioritizes the end user's perspective, versus designing the software specifically for engineers. Users can freely modify text, font, colors and images, yet very little is required from a development standpoint through its array of available startup assets. The result is a virtual solution that is easy to deploy, manage and operate, and doesn't require businesses to increase their payroll upon entering the virtual, augmented and mixed reality universe.

“Qimera’s suite of production tools come together in a way that facilitates daily use of the system without the need for a large group of seasoned virtual production experts,” said Bill Bennett, ENCO’s virtual production product lead. “In the AV market, Qimera’s single-operator workflows, ease of use and quick learning curve align with the production quality and values for corporate, education and other event producers seeking to increase their live production capabilities with reduced costs and modest resources.”

InfoComm runs tomorrow through Friday at the Orange County Convention Center in Orlando.

About ENCO

Founded in 1983, ENCO pioneered the use of computer-based, digital audio and program automation for radio stations and TV studios. The company has since evolved its award-winning product line to span all aspects of today's automated broadcast and production workflows, including live virtual production, closed and open captioning, visual radio, audio compliance, instant media playout, remote contribution, and cloud-based web streaming. It also brings the benefits of its captioning and live audio/video playout innovations to professional AV environments including conference rooms, lecture halls, sporting arenas and event venues. For more information, please visit: www.enco.com.