



WHITE LIGHT

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Rose Bruford College Case Study



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The launch of a first of its kind extended reality (XR) stage in a UK Drama School.

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The Project

As part of its £1.9 million capital investment in infrastructure, sector-leading Rose Bruford College partnered with technical solutions specialist White Light (WL) to design and install its new XR stage.

Funded by a capital grant from the Office for Students – England’s higher education independent regulator – the investment has also enabled a significant upgrade across all college Lighting, Audio, Video and IT resources.



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The Brief

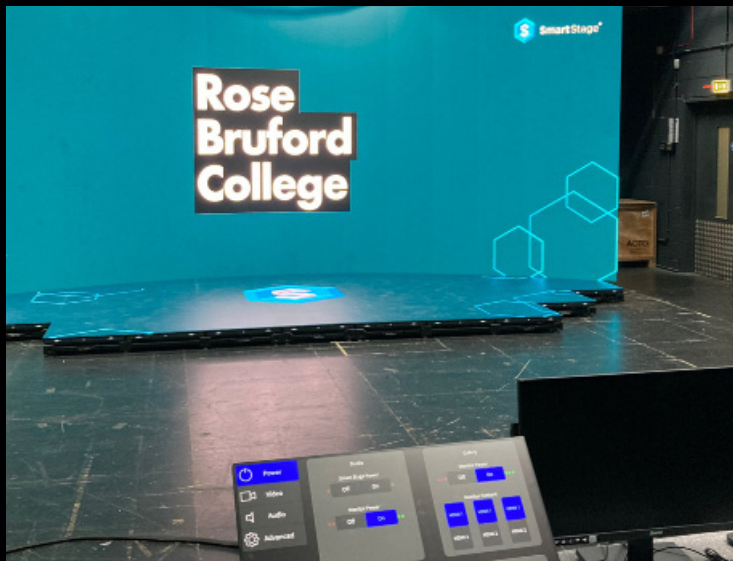
Rose Bruford undertook a rigorous tender process to find the most suitable partner to fulfil the different requirements of their brief and deliver the best stage solution.

The brief originated from a desire to explore and invest in the full range of XR technologies. Harnessing virtual reality (VR), augmented reality (AR), and mixed reality (MR), as well as virtual production techniques, would help enhance learning by expanding on the real world using digital information.

The stage was required to provide students with the opportunity to explore new forms of performance and storytelling in a fully immersive and interactive environment. It needed to equip graduates with the skills and experience they need to succeed in the rapidly evolving media and entertainment industry. The facility was required for many different applications, including live and recorded events, education, research development and training - making it an invaluable resource for students and the wider community.

The Delivery

Drawing on its pioneering research and development in XR and experience in global deployment of its multi-award winning SmartStage® product range, WL conducted workshops throughout the system design process. This resulted in a value-engineered solution, that harnessed the potential of this technology, while satisfying the College's bespoke needs and budget parameters.





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We understood that the facility had to be a flexible and configurable solution for maximising accessibility across the college. Drawing on our learnings from producing SmartStage to achieve a smooth UI/UX end user experience, we designed and installed a multi-purpose LED volume system. This enables Rose Bruford to benefit from film and broadcast-grade technologies, integrated into a system that allows flexibility for re-configuration and evolution in the future.

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***Sarah Cox - WL's Business
Development Consultant***

The Rose Bruford XR stage has a broad application for technical arts and design students, training actors to perform on mixed reality stages and for professional training purposes. Sarah adds: “We’re confident that this will greatly enhance the learning journey for their students, and we’re excited to see how the solution evolves.”

Stuart Bourne, WL's Installation Project Manager explains “Partnering with Rose Bruford College to deliver the solution called for the utmost care when planning and executing such a state-of-the-art installation. Co-ordinating directly with the project, estate and technical teams was paramount to the successful delivery of this project.”

The AOTO RM Series product was chosen as the premium LED solution that could be flexible and easily maintainable in an educational environment. Partnered with the ROE Visual Black Marble series, disguise Media Servers, BlackTrax person and object tracking technology, Adder XDIP KVM's and a WL bespoke truss base solution, this combination provided a professional and accessible SmartStage solution for students to understand and learn the capabilities of the XR/VP and MR in a simulated production environment.

Delivering the multi-functional education space demanded increased flexibility and functionality within the design. Utilising information gathered during client technical workshops, RBC required elements of the kit to be flexible and mobile for team to operate and use outside the Gallery space.





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The Results

Student training for the new stage is already underway across existing technical and performance courses, while the College is also launching a new course in September 2023, Design for Performance. The cross-disciplinary course allows students to explore and then specialise in design for set and costume, lighting (live events, festivals, and performances), film, virtual production, gaming, or virtual reality experiences.





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With WL's expertise in this field, they were the ideal choice to collaborate with. With high demand for the XR stage across multiple stakeholders, we needed a partner who would understand and engage with the many different requirements and deliver a seamlessly interchangeable solution.

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Dr. Nick Hunt - Rose Bruford College's Digital Research and Innovation Fellow

Project Summary

Client: Rose Bruford College

Location: Rose Bruford College Campus, Sidcup

WL Delivery Team:

Business Development Consultant - Sarah Cox

Project Manager - Stuart Bourne

Key Technology Partners: White Light Ltd - SmartStage®

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