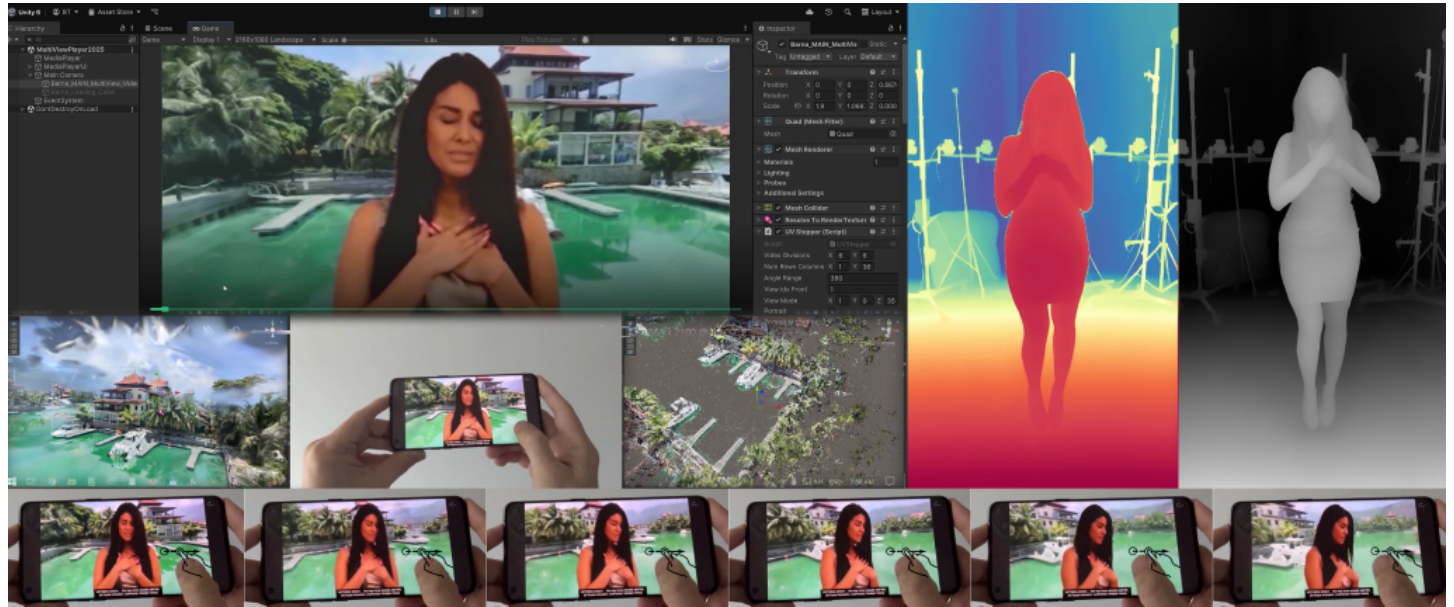


# The Future of Music Videos & Art: MultiView XR Arrives on Mobile and VR Headsets

Bullet time video lets you freeze the action and move your perspective interactively. European researchers developed new tools that give you not just a different camera angle, but a full traversal of the 3D scene, putting you in complete control.



**Los Angeles, California Aug 31, 2025** ([Issuewire.com](https://www.issuewire.com)) - Just as the iconic shot in *The Matrix* showed Neo dodging bullets from every angle, the consumer can now relive key moments of a music video or an art piece from every conceivable perspective. As an example, they can pause a powerful dance move or walk around a singer, freeze a guitar solo and inspect the visual performance from the front, side, or back.

"We aim to offer an experience that goes beyond the limits of reality," said **Philipp Schwinger**, owner of [FFP](#), a Vienna-based production company working on the project. Our goal is to make "reliving the impossible" possible. XR technologies, especially the latest *Apple Vision Pro headset*, are a huge step in that direction.

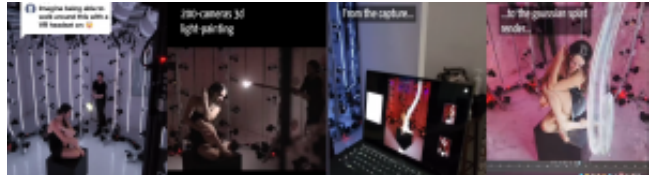
"The complexity of our work exploded," said **Barnabas Takacs, Ph.D.**, head of research at **FFP**, "a 2.5 minute [demo video](#) became a 1.5-hour full-scale production because we had to generate 36 different views for each of the scenes. "By using techniques like *Neural Rendering*, *3D Gaussian Splatting* (3DGS), and *Structure-from-Motion* (SfM) in combination with the latest AI-tools and generative models, we've significantly reduced the time and effort needed to create these free-viewpoint video experiences.

This test was a key use case for the [XReco](#) European project, an initiative coordinated by **Nicolas Patz** at **Deutsche Welle**. "Giving new life to old footage is one of our focuses. Here we showed how a 2018 multi-camera recording of [Viktoria Singh](#), captured long before today's AI-based solutions became available, can unlock the potential of archival footage, and bring value to New Media as well."

[Eric Paré](#), a visual artist in Montréal, also pushes the extreme limits of multi-camera capture. "One of the main challenges in a multi-camera photogrammetry station is triggering all cameras in sync to capture a

subject in motion." At **Xangle Studios** he uses over 400 cameras to explore the intersection of technology and art while creating breathtaking light-paintings. XReco's custom Apple Vision Pro solution brings his art to life in a new way. Viewers can now see his creations as stunning holograms and larger-than-life statues, while exploring these frozen-in-time moments from any angle.

**XReco** will showcase its innovative results at **IBC2025** in Amsterdam, the leading global event for media and entertainment, demonstrating how EU research is shaping the future of the industry.



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