

CASE STUDY

Dinamo Minsk's Kontinental Hockey League season opener

Multimedia studio Dinamo Minsk created a spectacular immersive experience to warm up the ice hockey crowd, powered by Disguise.



Summary

The Kontinental Hockey League (KHL) is one of the biggest in the world, second only to the NHL. With teams from across Russia, China, Belarus and Kazakhstan, fans go to KHL matches expecting to see some of the best ice hockey on the planet. For the first match of the 2024/2025 season, Dinamo Minsk decided to treat their fans to an experience worthy of the prestigious league.

When multimedia specialists Dreamlaser were asked to put together an ambitious visual feat for the season opener, they understood the assignment. “We knew it was important to maintain the grandeur of the event while also providing each spectator with a sense of personal connection to this massive occasion, allowing them to experience a true celebration of big sporting moments like this one,” says Dreamlaser Middle East’s Technical Director, Alexander Balyberdin. The team went on to bring every corner of the Dinamo Minsk stadium to life in immersive style, choosing Disguise to help them realise their vision.



The challenge

The design of in-stadium sports experiences requires a very specific approach that considers the occasion's spectacle, emotion and dynamic nature.

Summoning an appropriate atmosphere is key - and for Dinamo Minsk, Dreamlaser needed to create a sense of unity, charge fans up and keep them engaged, whilst also executing various partnership integrations.

State-of-the-art technology offered an opportunity to bring these factors together and deliver a memorable experience that met the exacting brief. Dreamlaser wanted to design a show that used both generative and interactive technologies to forge a sense of connection between the audience and the event itself, and set about exploring how to tie the various demands together into a cohesive production.



The solution

The team began proceedings by collaboratively working on pre-production using the Disguise Cloud toolset, conveniently enabling them to visualise how the experience might come together. The resulting plan was technically complex, delivering a sprawling and ambitious production in front of thousands of fans.

The show started with a segment featuring the stadium's ice harvesters, which drove across the rink collecting 'chips'—in this case, CGI poker chips that interacted with the machines as they passed over them. Other elements incorporated the stadium's existing media infrastructure, including digital barriers around the rink's edge, and the enormous media cube that hung above it. Throughout the production, Dreamlaser's team would use projections, LED screens, and lasers, as well as stadium lighting and smoke machines to add to the atmosphere. Everything needed to work in unison.



“The key advantages of working with Disguise,” Balyberdin says, “are the stability, scalability and ease of use. Everything works in perfect sync, and the ability to scale your plans and calibrate colours were important factors for us.”

The team also used the Black Trax tracking system and Notch generative graphics to create the immersive experience within the Disguise platform, successfully achieving signal synchronisation which can be a challenge when working with generative content.

With only two weeks to complete the show, Dreamlaser credits Disguise’s tech accessibility for enabling them to meet their deadline and deliver a world-class production.



Results

Despite the short preparation period, the result was breathtaking.

After experiencing the digital chip harvesting, audiences were treated to an extravaganza that included dramatic projections across the rink, an interactive sound meter that responded to the cheers from the stands, and, at one point, a piano that descended from the stadium's media cube.

Thanks to the dazzling show the Dreamlaser team put on, fans were charged up and ready to participate in the true celebration of live sports. The fact that Dinamo Minsk comfortably won the match ensured that they went home happy, too.



“For such large and technically complex productions and installations, a reliable solution is needed that supports high-performance video processing on a large scale with minimal latency. This is exactly what Disguise capabilities provide.”

Alexander Balyberdin
Technical Director, Dreamlaser Middle East



Disguise equipment used



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In Partnership with

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