



CASE STUDY

Fast, Detailed, and Measurable: How Media-Fusions Documented the NYC Marathon Staging Area in 3D

Media-Fusions, a cutting-edge multimedia production company led by accomplished professionals Clifford Pickett, Susan Magnano, and Paul Magnano, is redefining the way environments are captured and experienced. With expertise in photography, videography, drone imaging, and 3D technology, the team specializes in creating interactive 3D imaging, aerial 3D mapping, and virtual tours. Media-Fusions thrives on using innovative solutions to overcome logistical challenges, whether it's reimagining real estate marketing, optimizing facility management, or producing immersive visual storytelling.

When tasked with documenting the intricate staging area of the 2024 New York City Marathon, the Media-Fusions team saw an opportunity to push the boundaries

of visual storytelling. Leveraging their passion for groundbreaking technology and breathtaking visuals, they turned to Cupix to deliver an exceptional 3D solution that brought the marathon's logistics to life in a dynamic, immersive format.

Key Takeaways

Comprehensively captured the staging area in a limited time window.

The 3D model will allow stakeholders to virtually revisit the 2024 staging with real dimensional information.

3D data will support all of the safety, medical, and logistical elements to plan the 2025 event more efficiently.

The client was amazed by it!

DETAILS

LOCATION:

New York City, NY

FIRM TYPE:

Video Production Company

PRIMARY INDUSTRY:

Hospitality

PROJECT TYPE:

Sports Venue

PROJECT SIZE:

800,000 sqft

800k Square feet captured in three hours by three-person team

~55,000 runners passed through the staging area for the 2024 marathon



The Challenge

The NYC Marathon staging area is a complex environment requiring precision planning and execution. With limited access starting at midnight and a strict timeline to complete the setup by 6 a.m., organizers face immense pressure. Media-Fusions' task was to provide comprehensive documentation of the staging area, enabling planners to improve safety, logistics, and efficiency for future marathons.

Traditional methods, like static photographs and isolated notes, were insufficient for capturing the intricate details—from fence placements to medical tent locations. The team needed a solution capable of delivering immersive, measurable, and actionable data in a compressed timeframe.

Implementation

To document the 800,000-square-foot staging area, Media-Fusions employed CupixWorks and the Insta360 X4 camera. Working within a tight three-hour window at sunrise, the three-person team systematically captured the entire site with precision and efficiency. By following expert techniques recommended by Cupix, they ensured a streamlined process that delivered exceptional results in a remarkably short timeframe.

CupixWorks allowed the team to:

- **Create a fully navigable 3D model of the staging area.**
- **Provide measurable spatial data for future event planning.**
- **Integrate annotations and points of interest for various stakeholders.**

The intuitive interface enabled the seamless stitching of panoramic images, ensuring every detail—from barricades to emergency access routes—was accurately documented. Cupix's team provided round-the-clock support, addressing technical challenges in real time and ensuring flawless execution.

“Having something that can be captured quickly and turned around into something this useful is extremely valuable for short-term events.”

Clifford Pickett

Co-Founder, Media Fusions

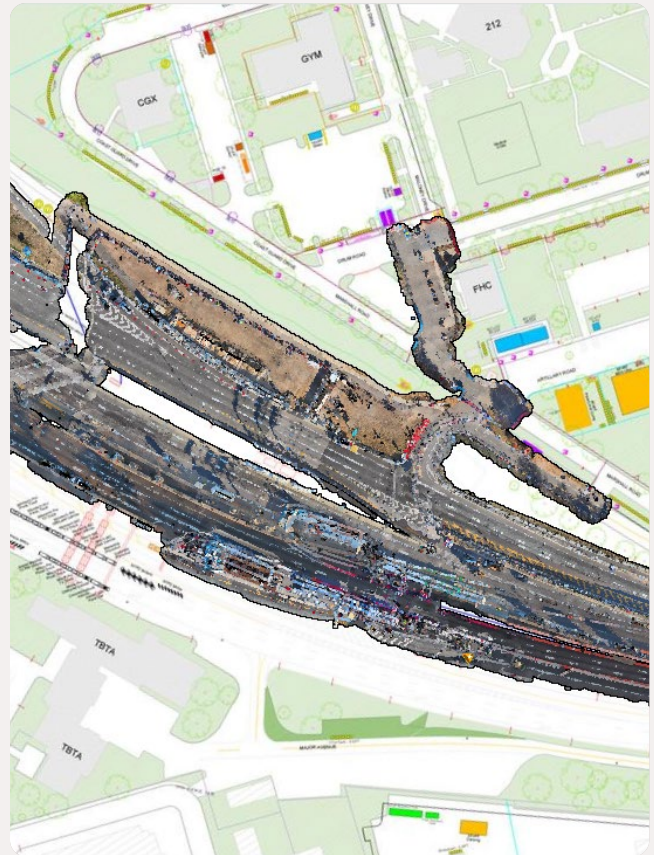


Deliverables and Impact

The result was a comprehensive 3D model that planners for the 2025 marathon can virtually revisit. This immersive tool allows stakeholders to:

- **Optimize medical, logistical, and security arrangements.**
- **Identify potential points of failure or areas for improvement.**
- **Efficiently communicate plans across teams, including volunteers, vendors, and law enforcement.**

When Media-Fusions presented the model, stakeholders were thrilled by its depth and utility. For the first time, organizers had a tool that combined realism with functionality, enabling them to plan with unprecedented precision.



Future Applications

Encouraged by the success, Media-Fusions sees CupixWorks as a game-changing tool for event planning. Beyond marathons, they envision its application for:

- **Trade shows, where rapid setup and teardown are critical.**
- **Large-scale venues, such as golf courses or university campuses, requiring integrated interior and exterior documentation.**
- **Emergency management, providing detailed pre-disaster scans for recovery efforts.**

Looking ahead, Media-Fusions hopes to expand their use of CupixWorks to document the entire marathon route, offering runners and spectators a virtual preview of the event experience. They also aim to streamline the delivery process, ensuring even greater accessibility for diverse stakeholders.

“The ability to put points of interest in, the ability to have it so that people can engage with it - not just a static photo - that is huge.”

Clifford Pickett
Co-Founder, Media Fusions

Conclusion

Media-Fusions' partnership with Cupix showcased the transformative potential of 3D documentation in event planning. By leveraging innovative technology and unparalleled support, they delivered a solution that not only met but exceeded client expectations. As the team looks to future projects, one thing is clear: Cupix is set to redefine the standards of event documentation.

"The support from Cupix throughout the entire process, knowing they were always there for us, really contributed to our success."

Clifford Pickett

Co-Founder, Media Fusions

