



GENESIS

While virtual production has been around for decades, Genesis real-time virtual production enables filmmakers to combine CG environments and characters with imagery from real-world environments and human actors in new and better ways, as was done in 2016's Academy Award-winning *The Jungle Book*.

This allows critical players in the filmmaking process to collaborate, view, and manipulate media assets and scenes across multiple locations as the production process unfolds.

The Genesis real-time virtual production team works both on the ground and on-location to deliver a fully integrated pipeline and shooting services with the flexibility of a small, manageable team.

TECHNICOLOR GENESIS

Technicolor Genesis aims to bridge the gap between filmmakers and VFX, through all areas of the production pipeline, providing real-time interactive feedback.

With Genesis as your backbone, all decisions made in the early stages of pre-production and on set are usable throughout the production process.

GENESIS QUICK FACTS

- Genesis is a multi-user, real-time, collaborative platform for VFX authoring.
- The Genesis USD-based pipeline begins with complete asset tracking in previs (LAB/VAD), continuing to stage, and ending with turnover to post production. This ensures all changes, takes, and scouts are assetized and tracked throughout.
- Genesis is modular, assembled into custom workflows designed specifically for the needs of any production.
- The Genesis workflow connects filmmakers, their physical equipment, techniques, and experience with next-generation computer graphics, reducing the number of feedback cycles and throwaway work.

BENEFITS FOR KEY STAKEHOLDERS

With the implementation of Genesis, Technicolor carries the capability to offer world-class real-time Virtual Production services for any size production.

DIRECTORS have the ability to **see in real-time** how their digitally created assets will appear in their final form. By allowing directors to see higher fidelity assets earlier in the process, Genesis effectively reduces asset waste.

DIRECTORS OF PHOTOGRAPHY are able to visualize real-world shooting scenarios alongside their digital assets. With the application of virtual tech scouting, manipulation of camera placement, lenses, and lighting is mapped out before shooting production even begins. With Genesis, every decision made in any phase of production is tracked and saved all the way through to VFX and post.

PRODUCTION DESIGNERS are able to envision the shooting environment, set dress, and engage in virtual tech scouting, ensuring the creative vision of the production is in place before shooting begins and carried out throughout VFX.

STUDIO EXECUTIVES are able to supervise creative decisions being made and openly communicated during the front end of production, effectively narrowing production time and budget parameters.

Merging traditional film technique with advances in real-time technology, Technicolor is uniquely situated to be able to provide world-class virtual production.

The Genesis workflow aims to put creative control back in the hands of filmmakers and empower the next generation of storytellers to fulfill their creative and narrative vision as only they could.

For more information on how Technicolor's Genesis Real-Time Virtual Production can help empower you to tell your story, please contact:

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