
PRESS Q&A – GENESIS: VIRTUAL PRODUCTION

Q – What changes are happening in the industry that are driving the next generation of virtual production?

A – Virtual production is experiencing a major transformation because of developments in such areas as immersive experience platforms, computer-generated imagery (CGI), and game engine technologies. When integrated into the virtual production process, they offer filmmakers unprecedented levels of flexibility, control, and creativity, enabling them to combine CGI environments and characters with imagery from real-world environments and live actors in new and better ways – such as can be seen in 2016’s Academy Award-winning *The Jungle Book*.

Q – What impact is this having on traditional production processes?

A – The next generation virtual production that is emerging enables everyone in the filmmaking process to collaborate in real-time from across multiple locations. As this happens, traditional distinctions between preproduction, production, and post-production processes are further breaking down – and being fused into a single, dynamic, end-to-end process. These changes require new workflows and new production management tools.

Q – How is Technicolor addressing these requirements for real-time virtual production?

A – Technicolor’s VFX studio MPC developed a real-time virtual production platform called Genesis. The culmination of a multiyear development program to address these requirements, Genesis is now overseen by a dedicated Virtual Production team at Technicolor.

Q – Who is Genesis for, and how exactly does it benefit them?

A – Genesis is for critical players in the filmmaking process – directors, production designers, lighting designers, directors of photography, VFX and post-production supervisors, among others. It provides tools giving them the ability to simultaneously integrate and manipulate live action and computer-generated assets. This enables them to collaborate in real-time from multiple locations, wherever team members are in the world. The workflow management tools incorporated in Genesis are designed specifically to support workflows created by game engine-driven, real-time virtual production processes – enabling filmmakers to fully leverage the creative potential of virtual production.

Q – How exactly does a real-time virtual production platform like Genesis work?

A – Real-time virtual production environments combine immersive technologies – such as virtual and augmented reality (VR/AR) – with CGI and game-engine technologies, so that directors can see their scenes unfold as they are composed and captured on set. This makes it possible for them – and others in the filmmaking process – to make changes on the fly during the production process.

Because it is an entirely digital process, animators and other artists can collaborate on the production from different locations as well. They can view the same composite imagery and make changes that are immediately rendered as directors make their requests – and all involved can immediately see the results.

Genesis makes high-quality collaboration like this possible by allowing multiple users to view the same scene – live – across an array of display environments, including desktop terminals, VR headsets, and motion capture systems.

Q – How secure is Genesis?

A – Security of content is paramount. Genesis operates in a closed environment within a client’s studio facility. All data created on the Genesis platform is stored on Tessa – a highly secure Asset Management System (AMS). With all content held locally, access needed by team members at remote locations is provided over a private communications link offered by Technicolor.

Genesis is currently fully integrated with MPC Film’s VFX pipeline and will be integrated into Technicolor’s other studio pipelines (Mill Film, MR. X, and Technicolor Post) in 2019.