So just just so I can understand, you have these cameras that basically catch a 360 degree view of an object or a person in in a volume, which is the space in which those cameras are pointing

Brenda Medina   02:50

Exactly.

Marshall McCann   02:52

And they capture performance or the image of this thing, and they create a 3d object in.

Brenda Medina   02:59

Exactly, so you capture a real person, they can be singing, they can be dancing, they can be talking, and this will be fully captured 360 from every angle possible with this 106 cameras. And that will become like a hologram of this person doing exactly what they're they were doing on stage. And that we call it that an asset, that asset which can be in different formats, normally using 3d software's like obj that will be imported into a game engine software like Unreal or Unity. And then you can place this person hologram in absolutely anything you want.

Marshall McCann   03:37

Cool. So there was a project at the Center for Digital Media that kind of bridge you into that. Can you talk a bit a nCAithet

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capturing technology, the biggest problem is capturing hands, fingers, fingers, is really hard to get us, you know, high resolution as possible, especially when they're moving. So that's why we've been playing with specific like dancing, and also a lot of playing instruments to see how we can improve as much as possible, that hand capturing, because if you guys, we got a guy playing like bass, I want to see his, you know, his hand slapping the bass, or we had a guy playing a flute, and then all instruments you can imagine, I want to see that detail of his art. So that's one thing, we're still testing, figuring out how to do it the best way possible. And for dancers it's the same. Some of the, you know, contemporary dance sold about the hands or you know, theater, when we were doing some motion capture. You need to be way more expressive with your body, his body language to understand better if I'm doing like an immersive experience, right? So we were playing with that of how can we embrace as much as possible body movement, or when you're in an immersive or game experience? You feel whatever you need to feel of that performance?

Marshall McCann 14:00

That's good. You mentioned a little bit about the game engine and how that sort of being incorporated and all these pipelines, I'm interested in a. the way that it's incorporated in pipelines, what's its what's its function using a real time

interesting thing is in the game industry, they're actually demanding more like cinematic storytelling. So if you go to companies that builds games like EA, they're actually looking for more people that comes from the film background. But at the same time, the film industry is looking for more like state of the art technology that is made by games engines. So they're really blending in into one same thing, even though it's different outcomes, but they're becoming dependent of each other.

Marshall McCann 17:14

For someone, and probably for some listeners, who are looking to enter the industry, and maybe specifically in a production role, what are some of the skill sets or tools that you think that they should learn before kind of entering whether it's in your role or another role?

Brenda Medina 17:32

Yeah.

Marshall McCann 17:32

And kinda working in virtual production?

Brenda Medina 17:34

I think that's a great question. Because we've been saying this is all very new, this is emergent tech, this is breaking barriers. So there's not like one still, you know, like resume you need to have in order to get into this, it's more about the mix of capabilities of interest of knowledge. So you can dive into this kind of thing. So one, obviously, technical experience, you need to have some game or filmmaking background, you definitely need some onset experience. When I'm talking about being a producer, you definitely need some onset, because there's still so many traditional processes implemented, you know, like creating a shot list, managing a stage, a whole crew, etc. You also need a lot of time and task management, like anything, but because here you have two different teams and pipelindhCe

involved in anything related to creating audio visual content. So right now, I, you know, the ones with the bigger budget is film making, is video games. But it's starting to spread out a little bit more into another part like advertising, I actually come from that background as well. And, you know, that's one of the places where they have so much creative vision two, you know, you're creating now like 30 second kind of commercials or videos. But there's not enough obviously, there's not enough we're using all the tools in filmmaking. So this opens the creative field so much for advertising and advertising now is fully dependent on technology and how even technology becomes a new use for the users not just like watching something is how this brand, whatever the brand is, impacts my life, just to say go right. So it's gonna really gonna hit advertising is starting to hit others like music video. So we just created a music video, fully virtual production, and for them is just a new way to reach out to their audiences, right? Because we're actually going to build we're building the VR immersive version now of this music video, where people can actually immerse themselves into this music video. So the artist is very excited, you can get even more closer to whatever their vision was, you know, for this album for the song for this collaboration. So that's hitting that part as well. And obviously, anything audio visual, it will start to find a way. Anyone who's interested in emerging tech and what can it be done. I would definitely say go for it! Because like you said, it's very new. Possibilities are endless. But definitely, it takes a lot of because of it patience, and being able to flex and adapt as much as possible because there's not a manual of how to do things. You're figuring out how to do the things. So that's the fun part of being involved in this. So yeah, that's my main advice. Just be excited for the unknown.

Marshall McCann   23:43
Thank you so much for having me in the offices today.

Brenda Medina   23:46
You're welcome. Anytime!

Marshall McCann   23:48
Very official. We even

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