

LiteGear

Virtual Production

What is virtual production?

Virtual production is a method of filmmaking and television production that uses computer-generated imagery (CGI), augmented reality, motion capture, interactive lighting, and additional technologies to create a realistic environment on a set.

Ultimately, it is a production team creating a realistic immersive interactive digital environment.

Classic Workflows

The evolution of the virtual environment.

Scenic Scrims



Addams Family

Classic Workflows

The evolution of the virtual environment.

Scenic Scrims

Scenic Mattes



Game of Thrones

Classic Workflows

The evolution of the virtual environment.

Scenic Scrims

Scenic Mattes

Glass Mattes



Raiders of the Lost Ark

Classic Workflows

The evolution of the virtual environment.

Scenic Scrims

Scenic Mattes

Glass Mattes

Blue/Green Screen



Classic Workflows

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Blue/Green Screen



Hunger Games

Digital Workflows

Creating a digital virtual environment.

2D Workflow

Uses plates created by capturing and editing stills or moving images that are then used as backdrops – mostly distant backgrounds – on LED screens.



Digital Workflows

Creating a digital virtual environment.

2.5D Workflow

Involves layering multiple 2D images with alpha channels (aka transparency) to create an illusion of depth. Due to the layering of the multiple images, parallax is introduced as the camera moves, infusing a subtle dynamic movement.



Digital Workflows

Creating a digital virtual environment.

3D Workflow

Uses a real-time, immersive world built in a game engine with a parallax effect that updates as the camera moves freely in any direction and allows the production team to make iterative changes on set.





Pause (k)

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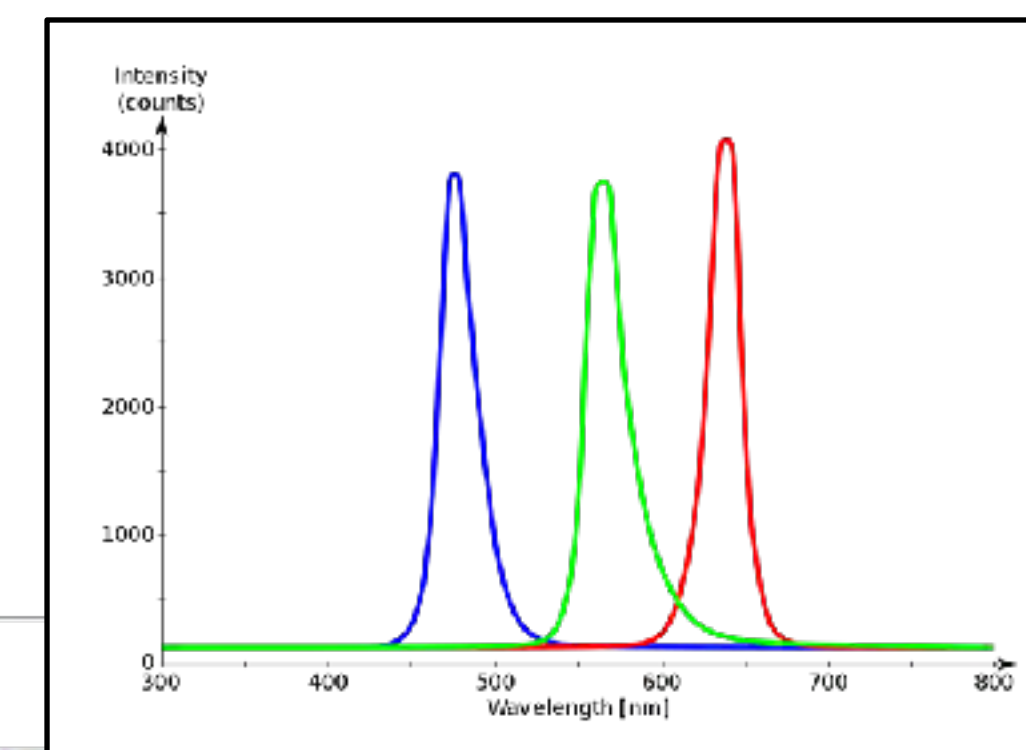
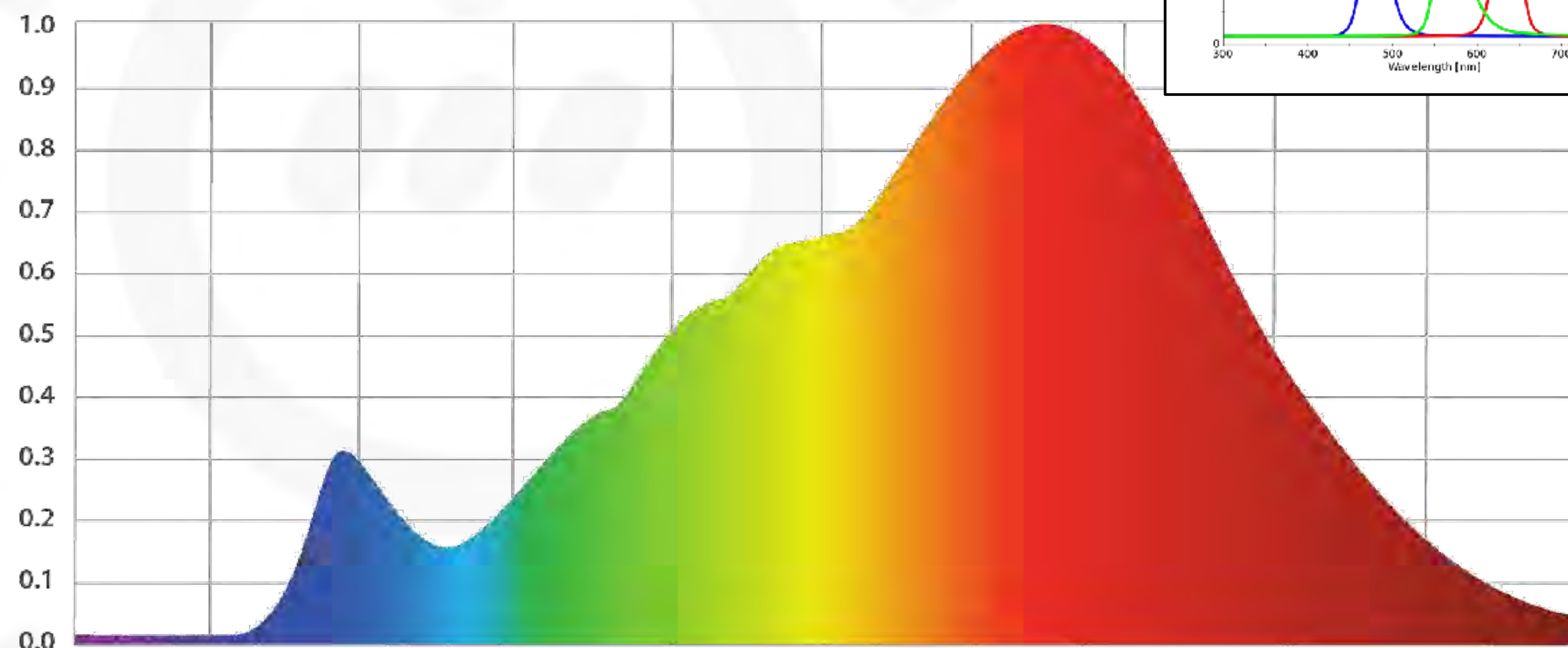
So, why LiteGear? Where do we fit in?

Color

LED Walls use RGB emitters. Originally designed as displays, and not lighting instruments.

Unfortunately, as a lighting tool, that disparate spectrum creates many issues on camera when lighting talent, scenery, and wardrobe. Spectrum uses RGB & ATD

TUNGSTEN SPECTRAL GRAPH





So, why LiteGear? Where do we fit in?

Cost

LED Tiles are very expensive, especially as the pitch (or resolution) of the LED's gets tighter. When doing a large virtual production, the cost of an LED Studio can get crazy expensive. LiteGear's family of products offer a more cost effective solution and still allow for dynamic, interactive lighting effects.



100 square feet of LED Tiles costs \$200,000

A similar sized Auroris or LiteMat rig is a fraction of that cost.

LiteGear
Virtual Production

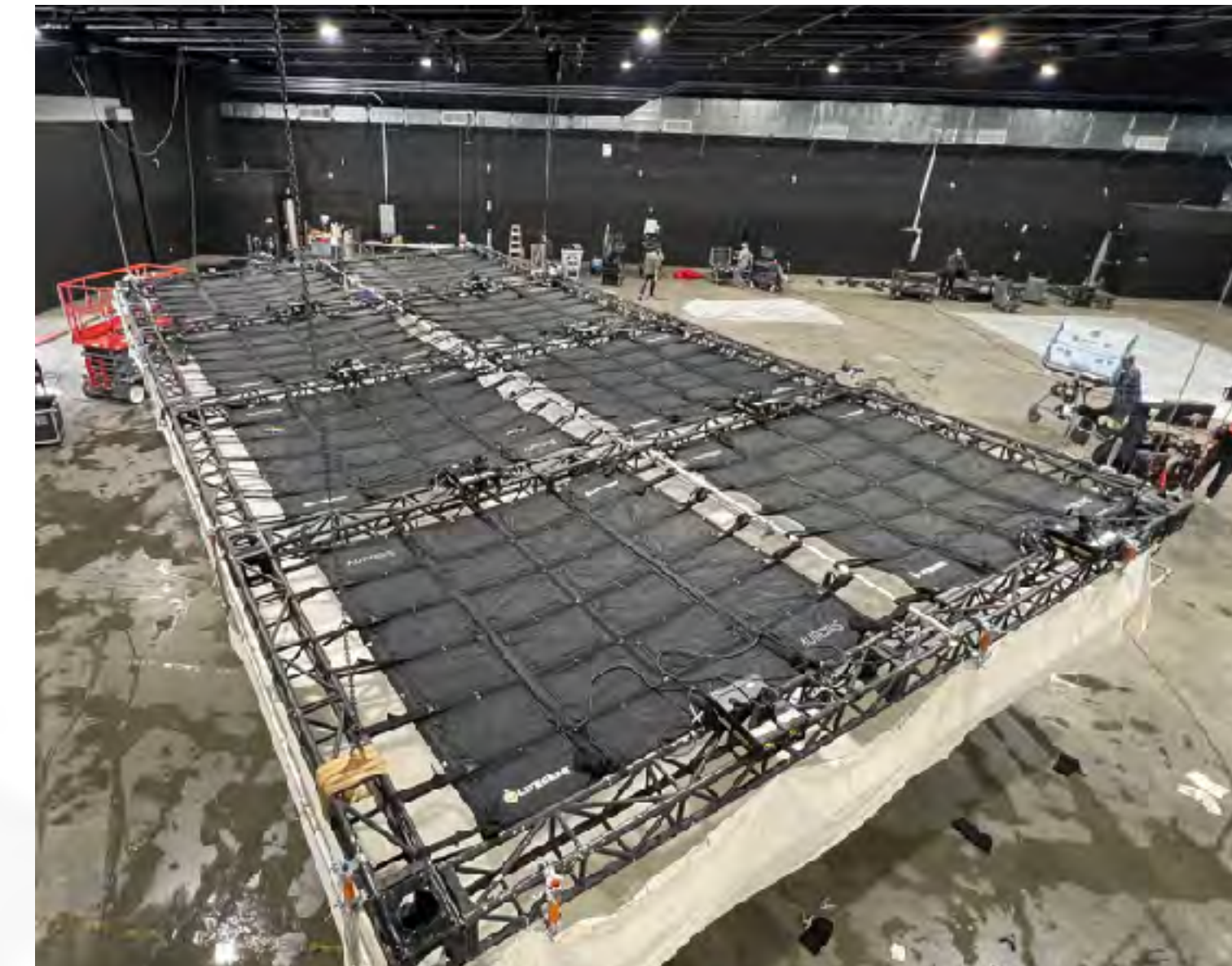
Interactive dynamic lighting.



So, why LiteGear? Where do we fit in?

Ease of use

LED Tiles and high resolution pixel products are cumbersome and require a lot of rigging infrastructure. In addition, many of these products are not meant for use in Film and TV - so using them on set is challenging. LiteGear's family of products are very flexible, easy to rig and are designed by technicians in this industry for this industry.



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Interactive dynamic lighting.



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