

VIRTUAL PRODUCTION EVERYWHERE

CONVERGING TECHNOLOGY ENABLING  
THE FUTURE OF VISUAL STORYTELLING



PIXOT  PE®

# INTRODUCTION PIXOTOPE & VIRTUAL PRODUCTION

PIXOT  PE®



# ABOUT ME

## Marcus B. Brodersen, CEO, Pixotope



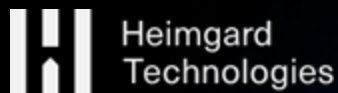
1999 -2016: Film, Animation, VFX  
2016-2018: TV & Gaming  
2019-: Virtual Production



# PART OF ELTEK HOLDING



ELTEK HOLDING



AT PIXOTOPE WE PROVIDE A  
**SOFTWARE PLATFORM**  
FOR **VIRTUAL PRODUCTION**

# **VIRTUAL PRODUCTION (VP)**

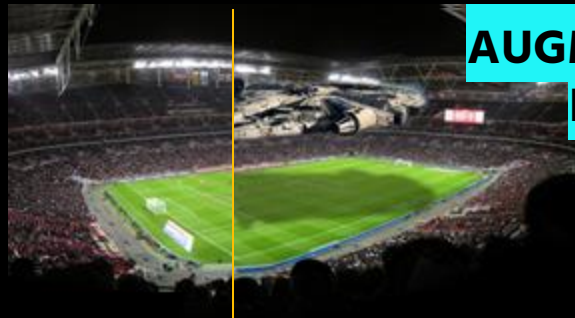
Tools, methods and services for creating immersive experiences that combines real time virtual content with live video

# VIRTUAL PRODUCTION

**VIRTUAL  
STUDIO**



**AUGMENTED  
REALITY**



**XR (LED VOLUME)**



**ON AIR / MOTION  
GRAPHICS**



**REAL TALENT & OBJECTS  
IN THE VIRTUAL WORLD**

**VIRTUAL TALENT & OBJECTS  
IN THE REAL WORLD**

# ...VP TOMORROW

**AR contact lens**



**Metaverse**



**Health care**



**Construction**





VP EVERYWHERE  
OUR VIEW OF THE FUTURE

PIXOT  PE®



# VP EVERYWHERE

All video based content will have the **visual impact of high end feature films**, combined with the **connected and scalable nature of online content** and the **immersive and social experience of video games**.

**Virtual Production** will become the **mainstay technology** that enables these experiences.

Pixotope will **traverse the convergence of gaming and video technologies & cultures**, enabling content producers across the spectrum to **lead the media transformation**.

# WHY VISUAL IMPACT?

High visual fidelity = High info bandwidth & emotional impact

*e.g. Banner ad vs. Superbowl commercial*

www.marvel.com

Marvel.com | The Official Site for Marvel Movies, Characters ...

Marvel.com is the official site of Marvel Entertainment! Browse official Marvel movies, characters, comics, TV shows, videos, & more.

TV Shows · About | Marvel · Marvel.com · WandaVision: Evan Peters...

Text on web page

Snapchat

Youtube

Video games

Live sports

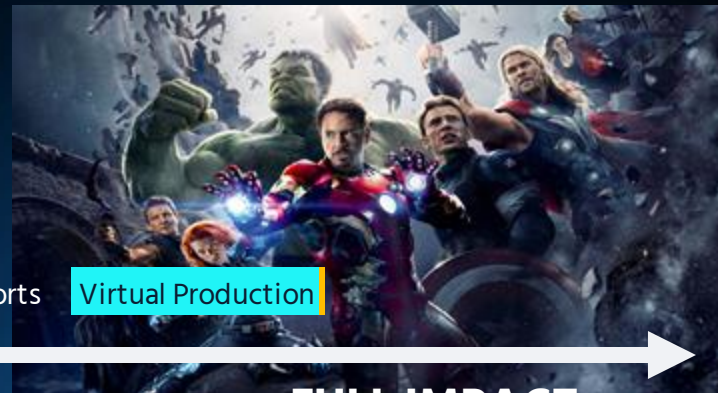
Virtual Production

Hollywood visual effects

**LOW IMPACT**

**FULL IMPACT**

Virtual productions have **high visual fidelity** and are quickly catching up with **Hollywood visual effects in quality.**



# WHY CONNECTED AND SCALABLE?

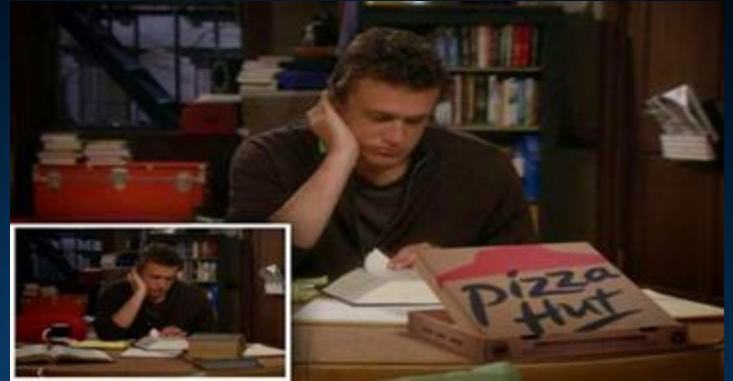
For content and ad creation

- Segmentation / Personalization
  - Programmatic
  - Automation
  - “Just in Time”  
always live even viewed on demand
- 
- Tools for creating new types of content that are multidimensional
  - Lower level of investment to produce content (OpEx vs. CapEx)
  - Cloud and streaming native
  - Democratized content creation



# WHY IMMERSIVE?

Messaging **naturally integrated** in the appropriate context is **less disruptive** for the consumer and **easier to understand and absorb**.



Virtual Production's core functionality is the Augmented and Mixed reality techniques for **photo-real blending of live video and data driven graphics**.

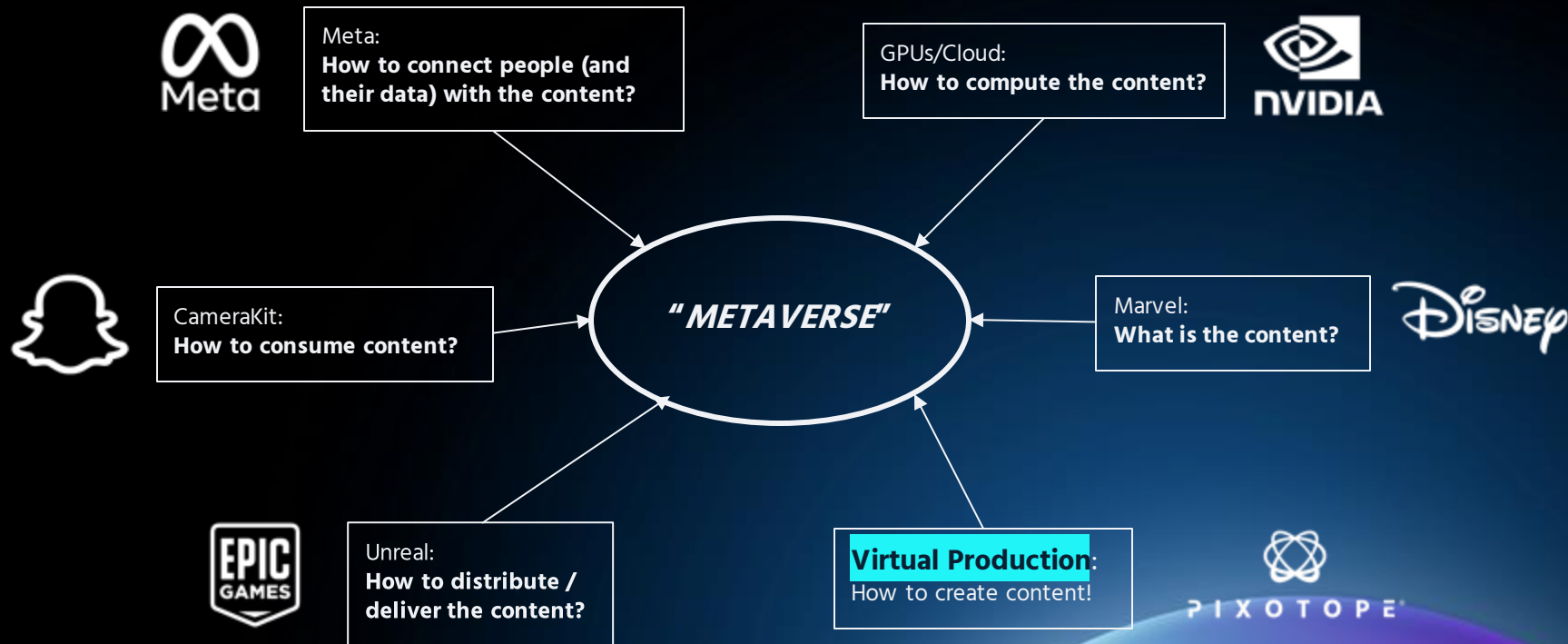
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# VP EVERYWHERE & "THE METAVERSE"





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# MEDIA TRENDS **DRIVING THE CHANGE**



# MEDIA TRENDS

## **CONVERGENCE OF MEDIA PRODUCTION**

differences between broadcast, film, live event, AV and game production is starting to be less important than the commonalities.

## **LIVE, IMMERSIVE AND INTERACTIVE**

impact and efficiency of video based media will continue to make it a preferred choice for storytelling

## **VIRTUAL ASSETS, EXPERIENCES AND OWNERSHIP**

content creation and consumption is increasingly becoming digital, distributed and democratized

## **COMMODITY PHOTOREALISM AND HIGH PERFORMANCE COMPUTING**

easy access to high performance computing, via cloud and gpu

## **SOFTWARE EATING THE WORLD**

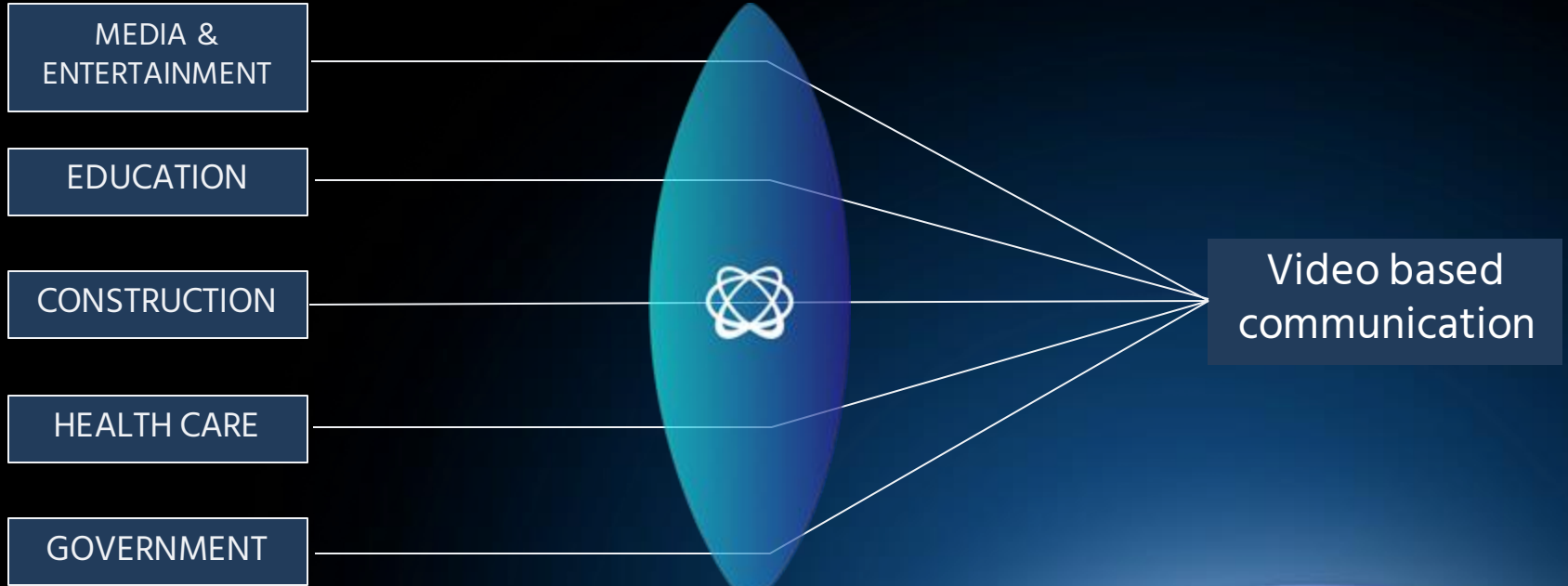
software platforms are displacing professional services and appliances

# CONVERGING MARKETS

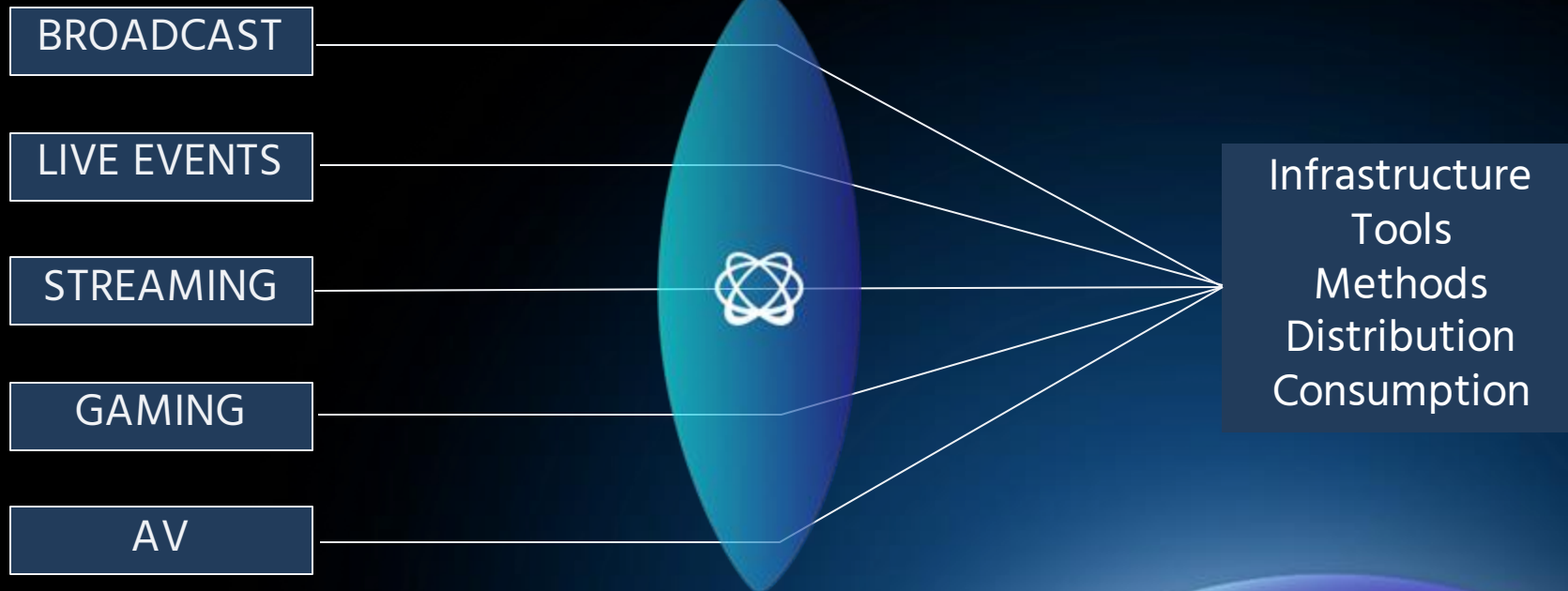
## MEDIA CREATORS



# VIDEO BASED COMMUNICATION

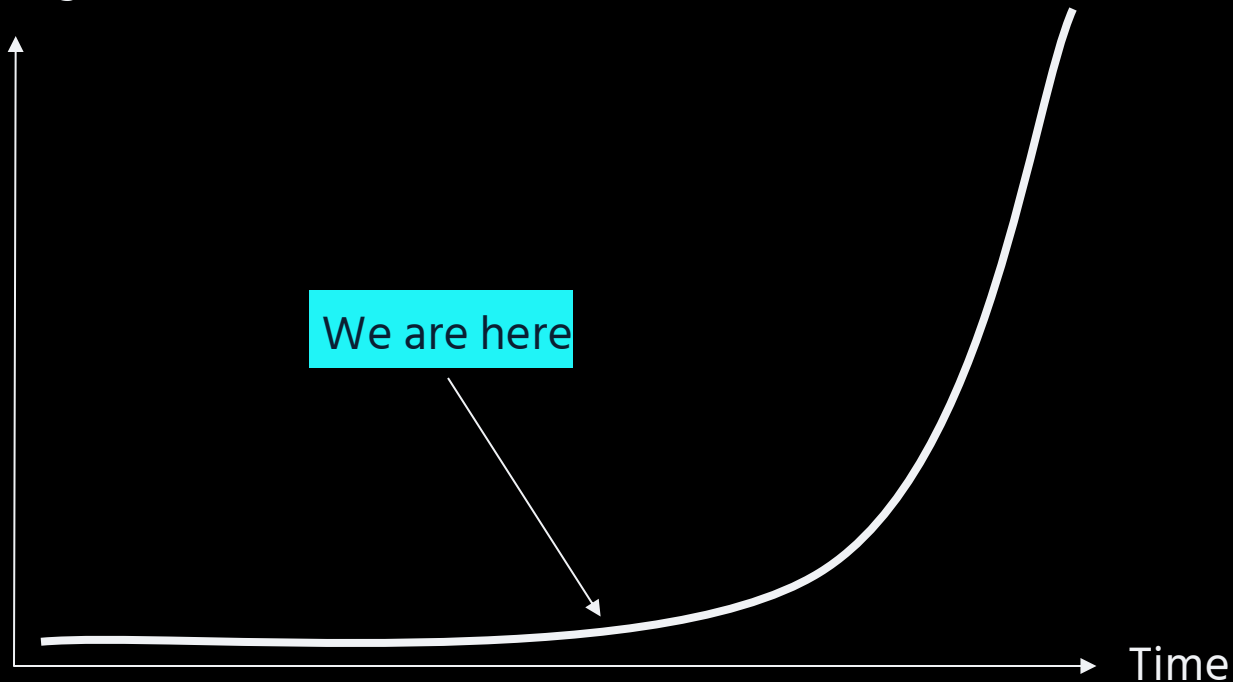


# MEDIA & ENTERTAINMENT

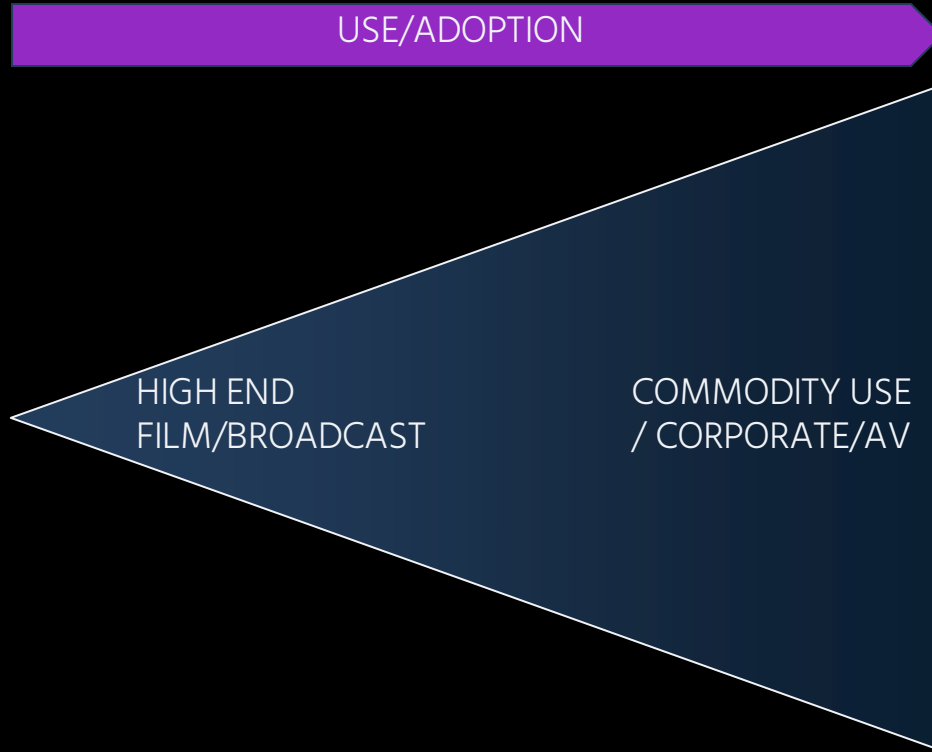


# EXPONENTIAL JOURNEY

Convergence

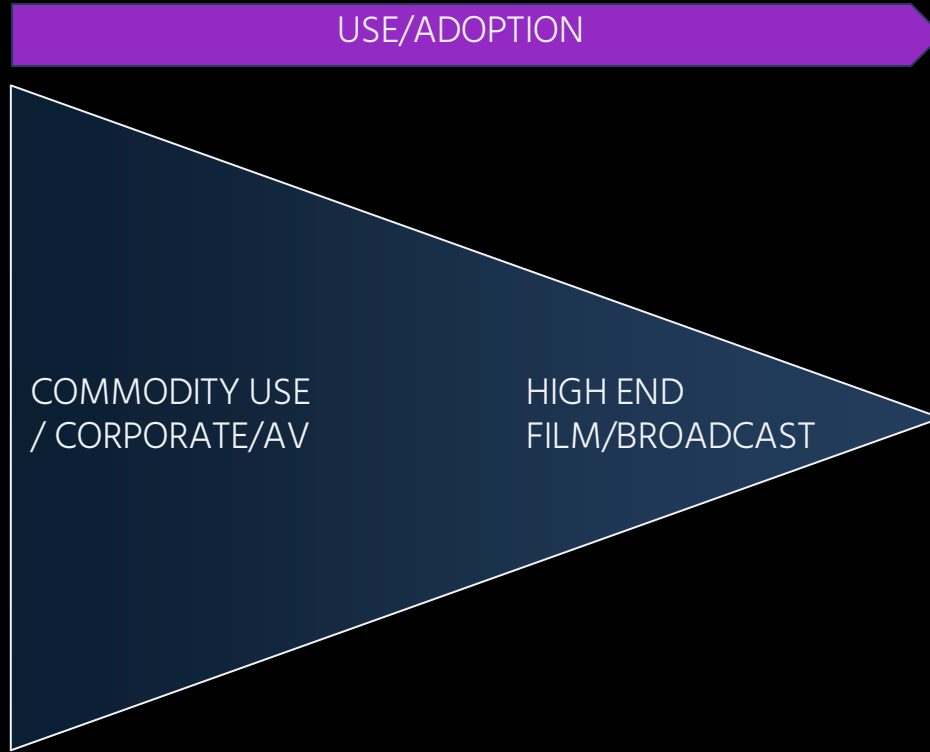


# CONSEQUENCE ON TECH DRIVERS - THE PAST





# CONSEQUENCE ON TECH DRIVERS - THE FUTURE



THANK YOU!





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