

STEP
INTO
YOUR
CONTENT

The Future of Experience

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01 CONVERGING WORLDS



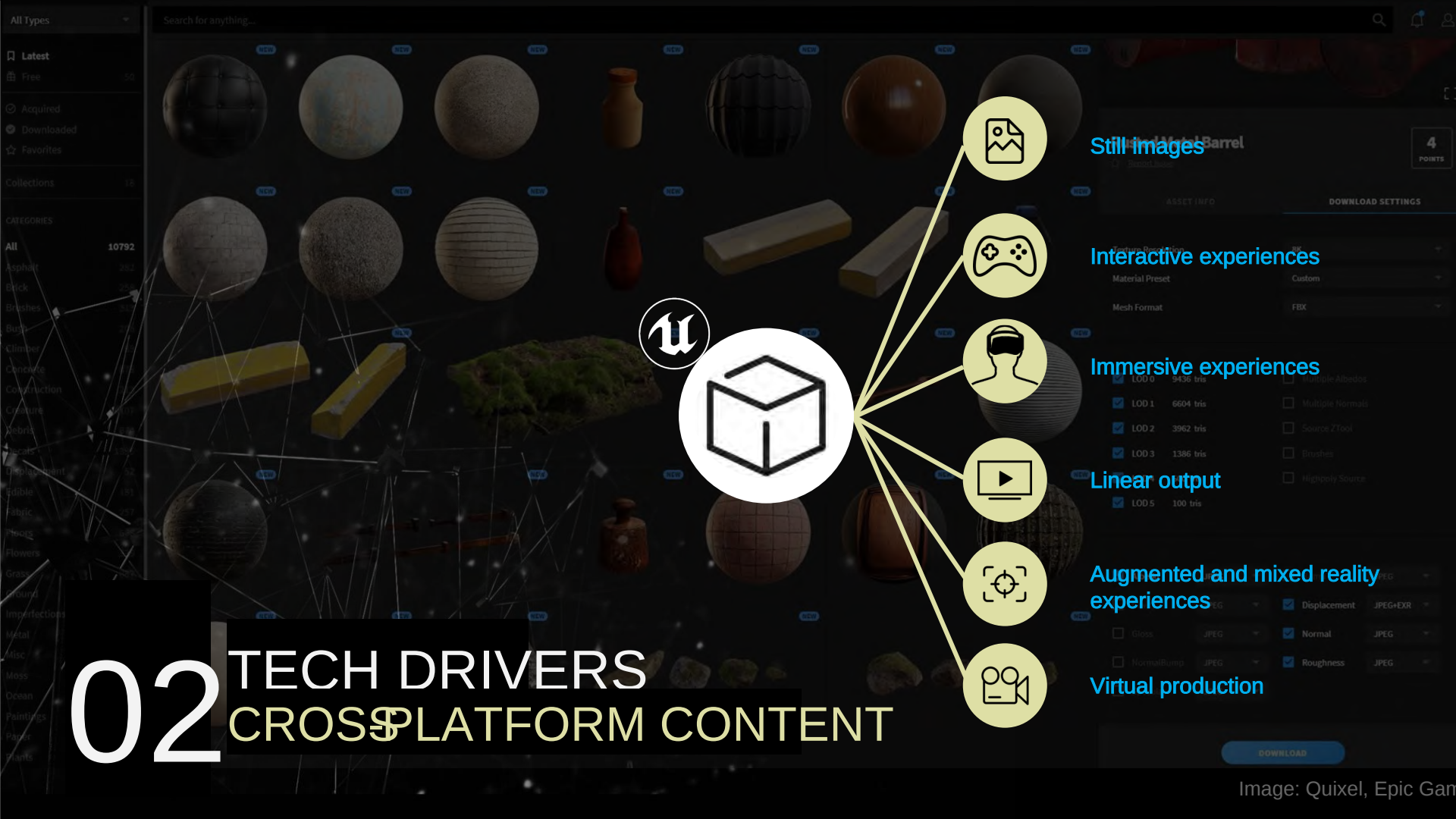
EXPERIENCE



02 TECH DRIVERS ENDLESS CLOUD STORAGE



02 TECH DRIVERS SUPERFAST 5G NETWORKS



02 TECH DRIVERS CROSS-PLATFORM CONTENT

Still images

Interactive experiences

Immersive experiences

Linear output

Augmented and mixed reality experiences

Virtual production



02

TECH DRIVERS REALTIME PHOTOREALISM

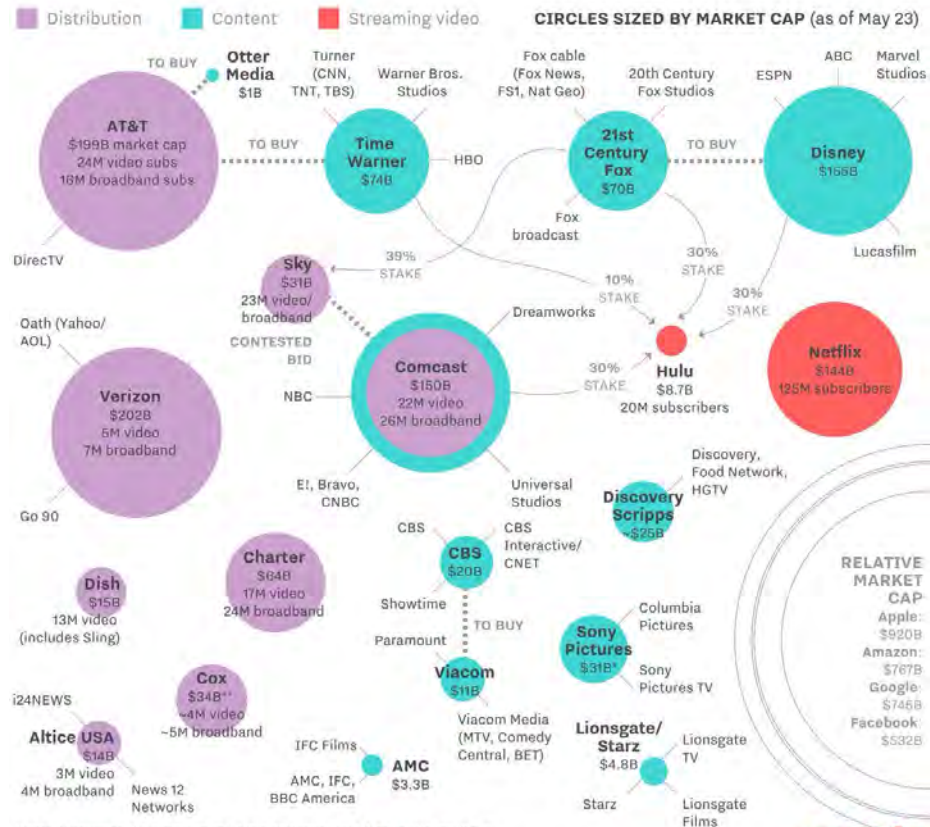
Image courtesy of Quixel

02 TECH DRIVERS GAMIFIED ENGAGEMENT



02 TECH DRIVERS NEW DISTRIBUTION

Media landscape



Note: *Assumes 3.8 revenue multiple **Assumes 3.1 revenue multiple
Source: the companies, news reports, Leichtman Research Group (cable/internet subs)

recode

03 WHY IS THIS IMPORTANT?



04 EXAMPLES



John Wick - Lionsgate



Ad Astra - 20th Century Studios



Welcome to Marwen - Universal

04 EXAMPLES PREVISUALIZATION

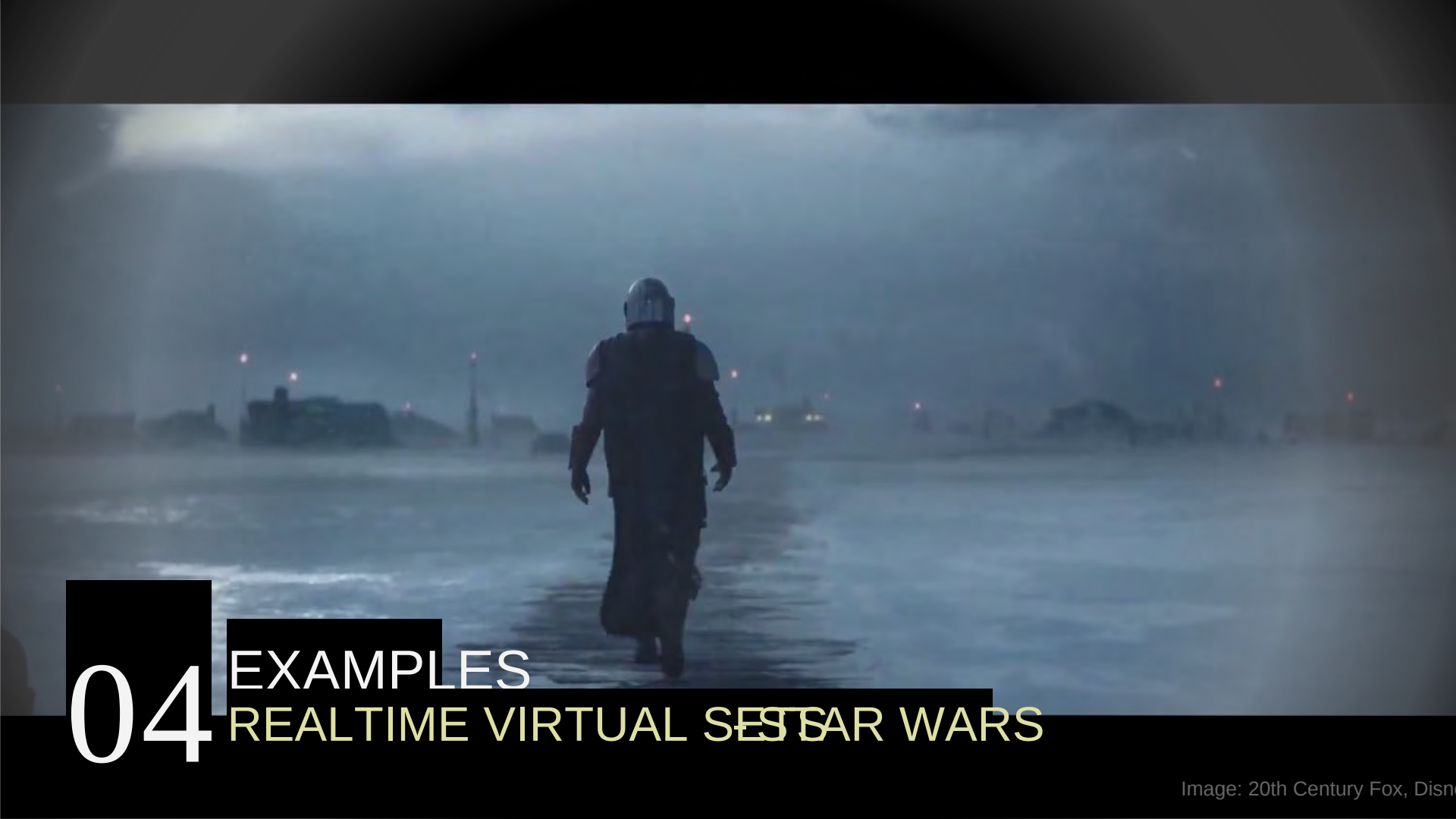


04 EXAMPLES PREVISUALIZATION JOHN WICK





04 EXAMPLES REALTIME VIRTUAL SETS



04

EXAMPLES

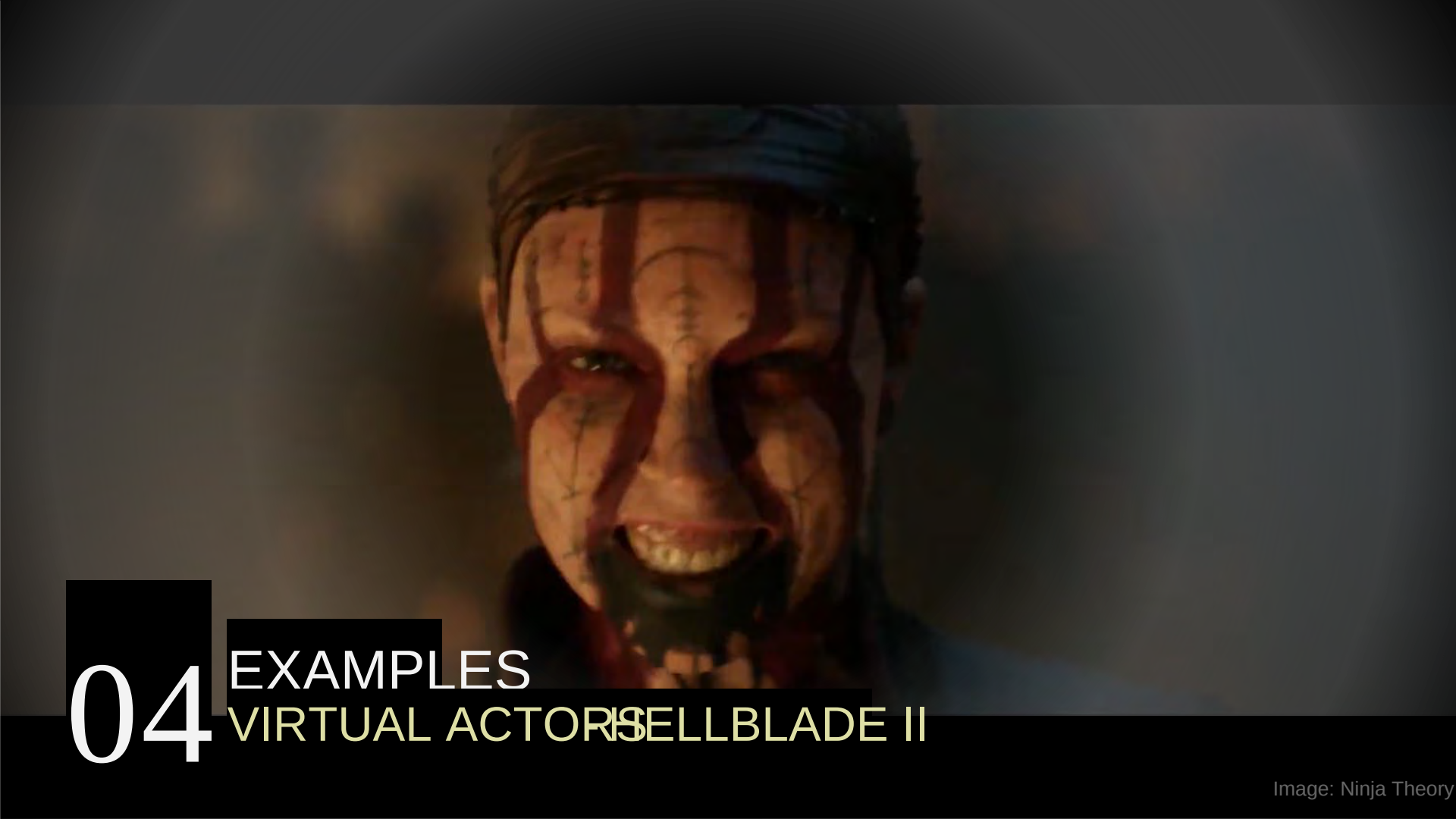
REALTIME VIRTUAL SETS

STAR WARS



04 EXAMPLES VIRTUAL ACTORS



A close-up shot of a character with a blue headband and red face paint. The character has a wide, toothy smile and is looking directly at the camera. The background is a blurred, warm-toned environment.

04

EXAMPLES

VIRTUAL ACTORS IS SELLBLADE II

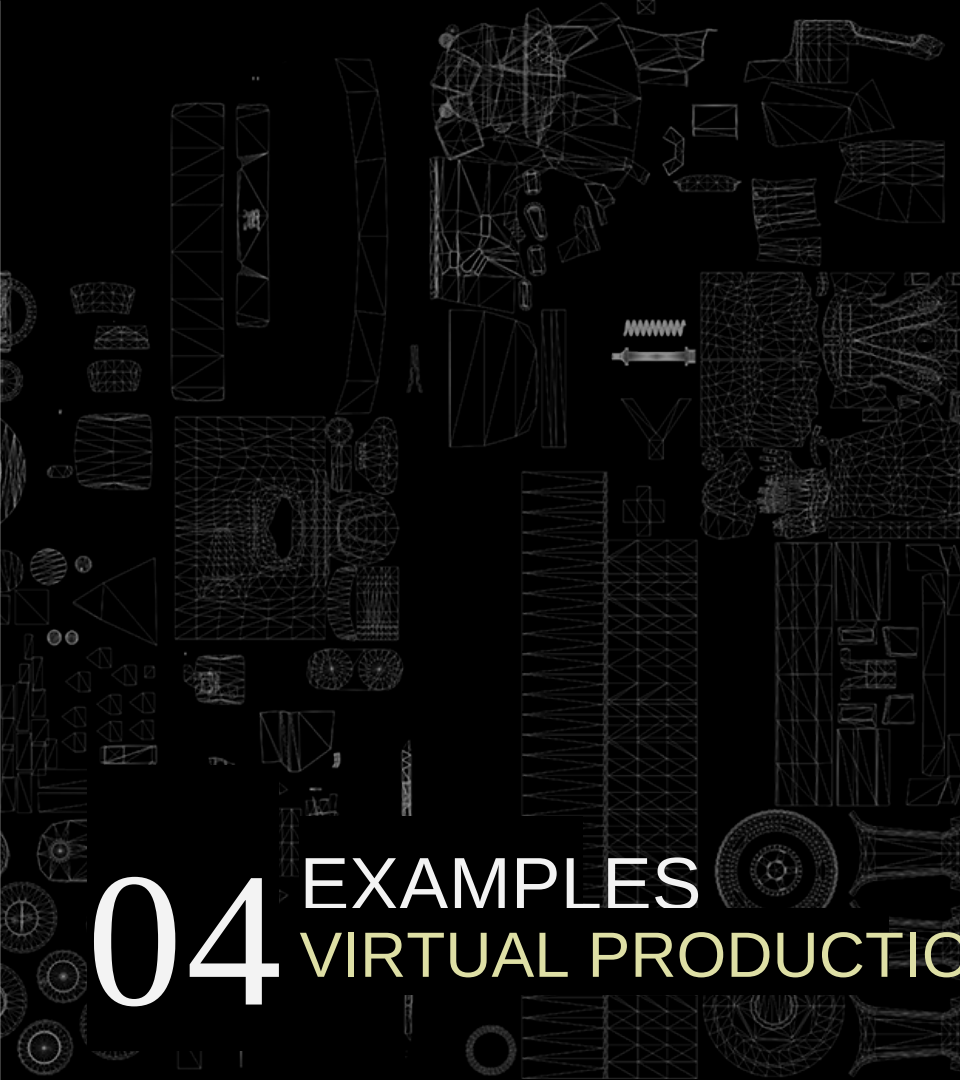


04

EXAMPLES

VIRTUAL ACTORS

SELLBLADE II



04 EXAMPLES

VIRTUAL PRODUCTION

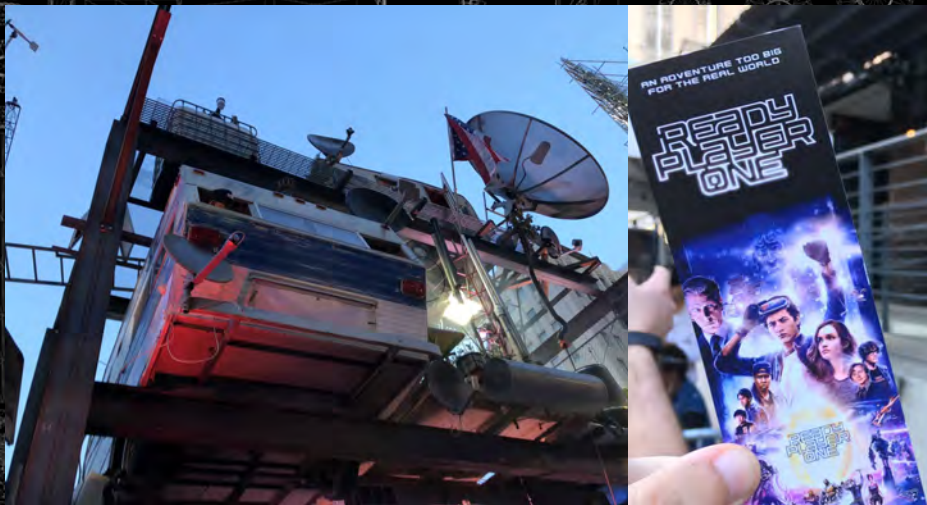


Images: The Third Floor Visualization, Untold Studios, Epic



04 EXAMPLES VIRTUAL PRODUCTION ON NISSAN





04 EXAMPLES AUDIENCE STEPS INSIDE INTERACTIVE REALTIME 3D



A night scene featuring a full moon in the center of the frame, surrounded by a dense canopy of tropical trees and foliage. The sky is dark blue and filled with numerous small, bright stars. In the foreground, there are some glowing blue lights, possibly from a fountain or a display.

04 EXAMPLES REALTIME 3D NIGHT OF FILM MUSIC

Image: United, Amblin Entertainment





04

EXAMPLES INTERACTIVE VR DARTH VADER IMMORTAL



THE END

PHYGITAL

- Physical Structure/ Props
- Realtime Set Extension
- Shared Lighting
- Live Human Interaction
- Digital Humans
- Web/ Mobile
- Artificial Intelligence
- Machine Learning
- Machine Vision
- Data Collection
- Analytics & Data Science
- Neuroscience



THANK YOU