

NAVIGATING THE FUTURE

HDA

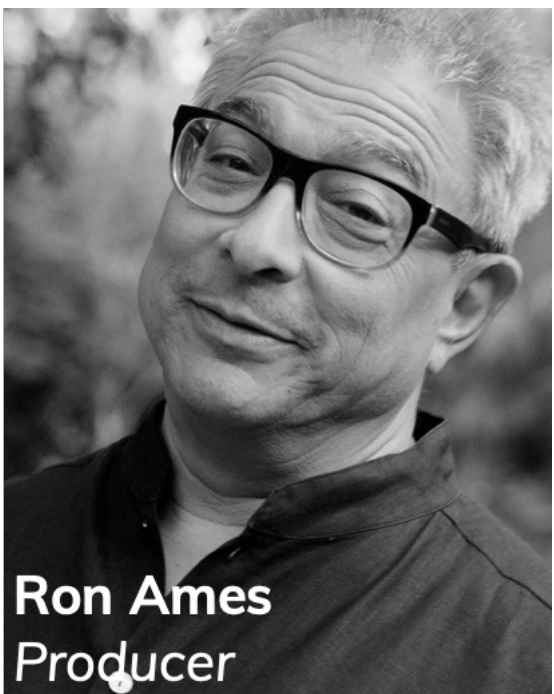
TECH RETREAT 2023

The Lord of the Rings: The Rings of Power

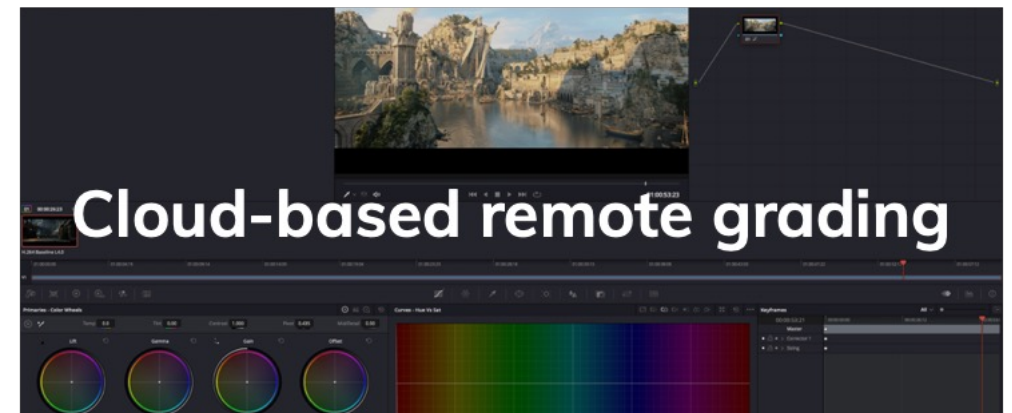
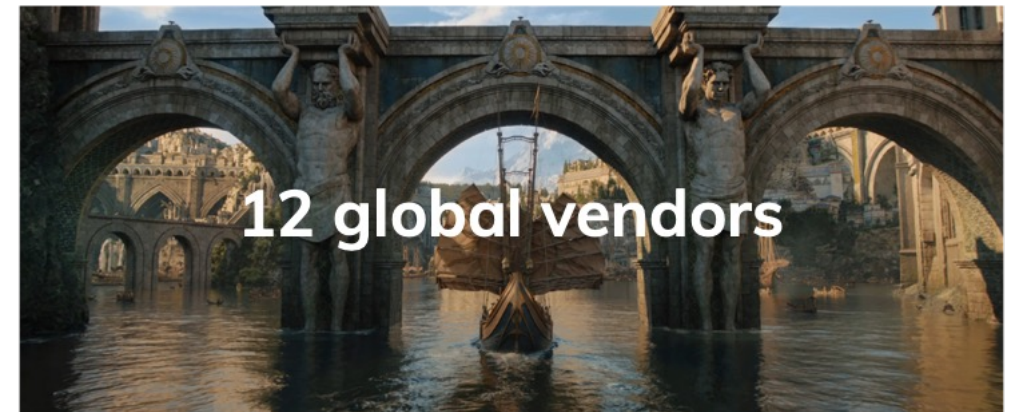
Ron Ames, Hugh Calveley, Jesse Kobayashi

Moderator: J David Hoffman

On the Panel

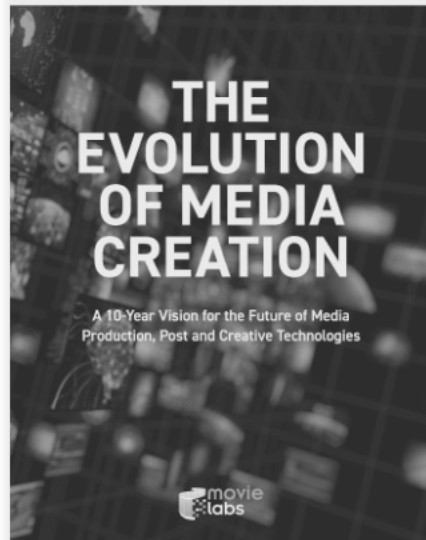


The Rings of Power: Stats



2030
IS
NOW

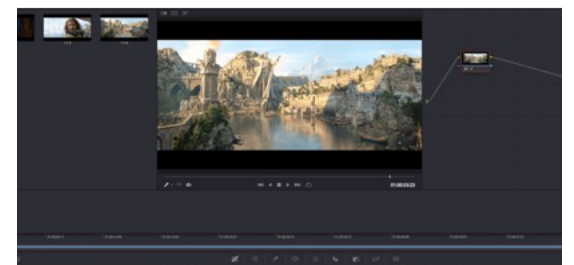
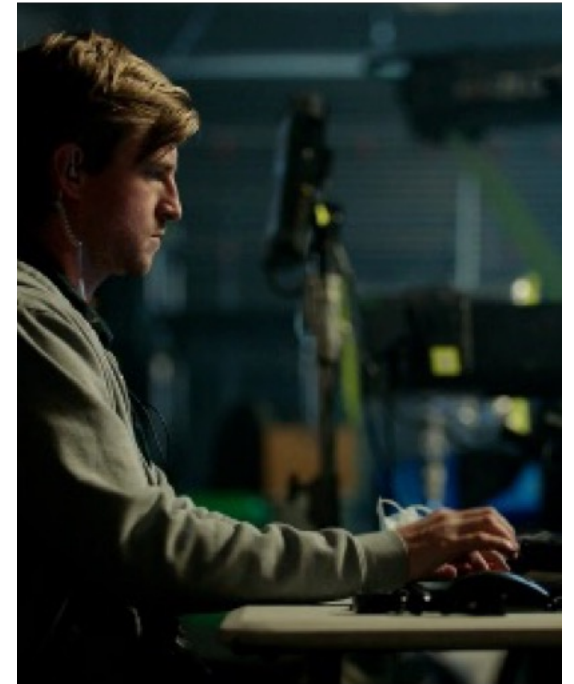
The 2030 Vision Initiative



In the Summer of 2019 Movie Labs published a whitepaper called "The Evolution of Media Creation" for the adoption of new technologies. This whitepaper, often referred to as the 2030 Vision, was developed in partnership with partner companies and is accessible to all members of the technology community towards a shared goal of innovation.

The original Evolution of Media Creation whitepaper outlines Principles for a more efficient workflow, enhanced security and software defined workflows. It also includes a roadmap for how to get there, drawing on the experiences of those of our studios and external partners to realize the promise of the 2030 Vision.

Although the 2030 Vision is a long-term vision, it is also a practical guide for the creative – to be able to adapt to new situations and technologies so they can focus on their precious resource – time).



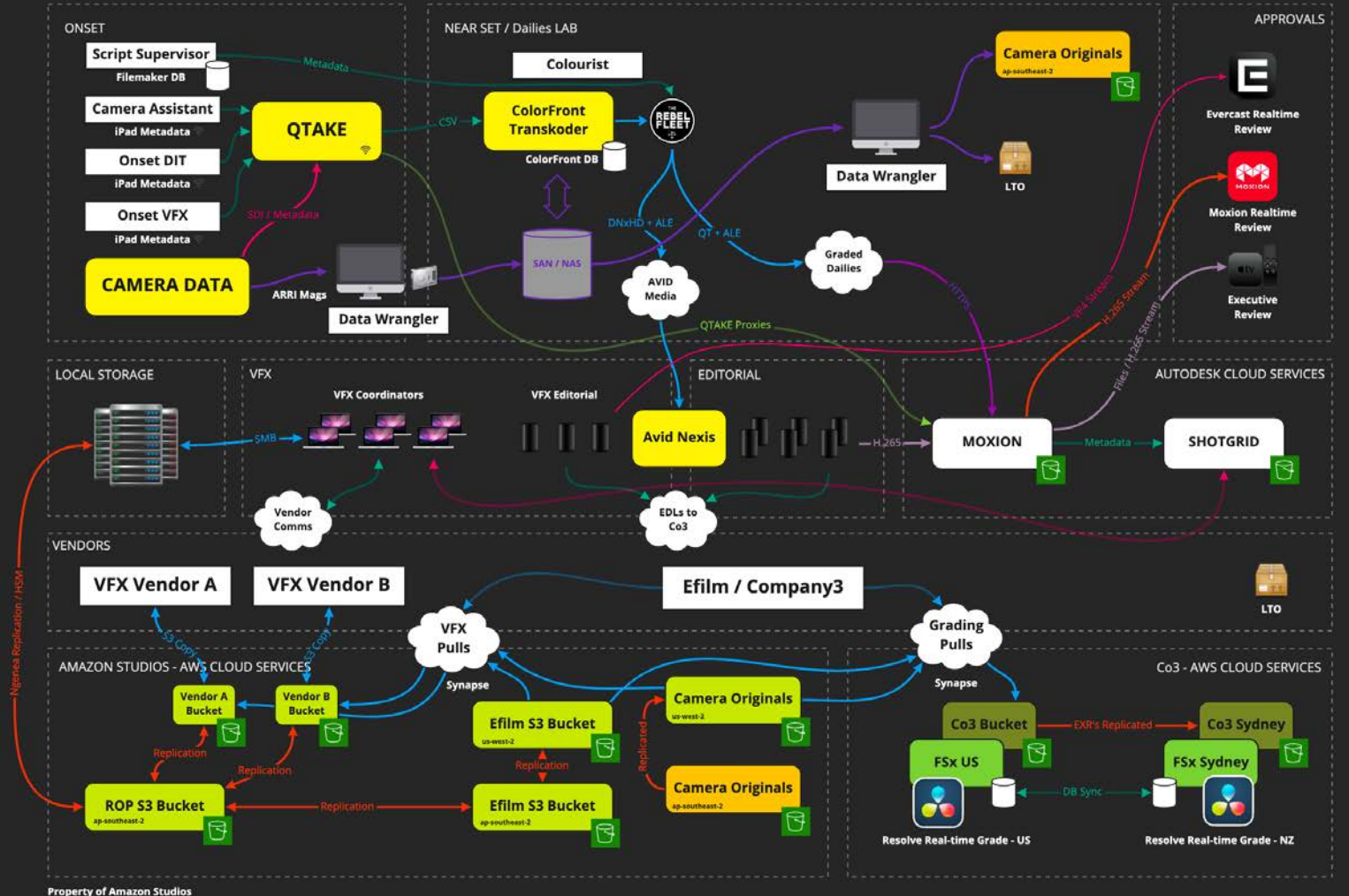


CENTRALIZED METADATA*

Leveraging Blackmagic Design's hardware on-set, DaVinci Resolve as a conform tool with Autodesk's Moxion and Rebel Fleet for **integrated on-set metadata capture, consolidating all departments into **one hero dataset** managed and retained through final delivery.*

METADATA

High-Level Picture / Metadata Workflow



Sacred
Consolidated
Embedded

REALTIME COLLABORATION*

In this new hybridized workforce, Autodesk's Moxion created a robust, **realtime collaboration tool capable of 4k HDR playback within the Moxion eco-system with all media hosted in the Amazon's AWS storage systems.*



REALTIME COLLABORATION

Flexible
Secure
Bi-directional

REALTIME COLLABORATION

The screenshot shows a Microsoft Teams meeting interface. The main video area displays a fiery, orange-red background with a character in the center, circled in purple. The word "FINAL" is visible in the top right corner of the video area. The right sidebar shows a list of participants: Peter Smith (PS), Hugh Calveley (HC), Peter Smith, James Maguire (JM), Anthea Smith (AS), and Greg Smith (GS). The bottom of the interface shows a toolbar with icons for video, chat, and other meeting controls.

CLOUD COLOR GRADING*

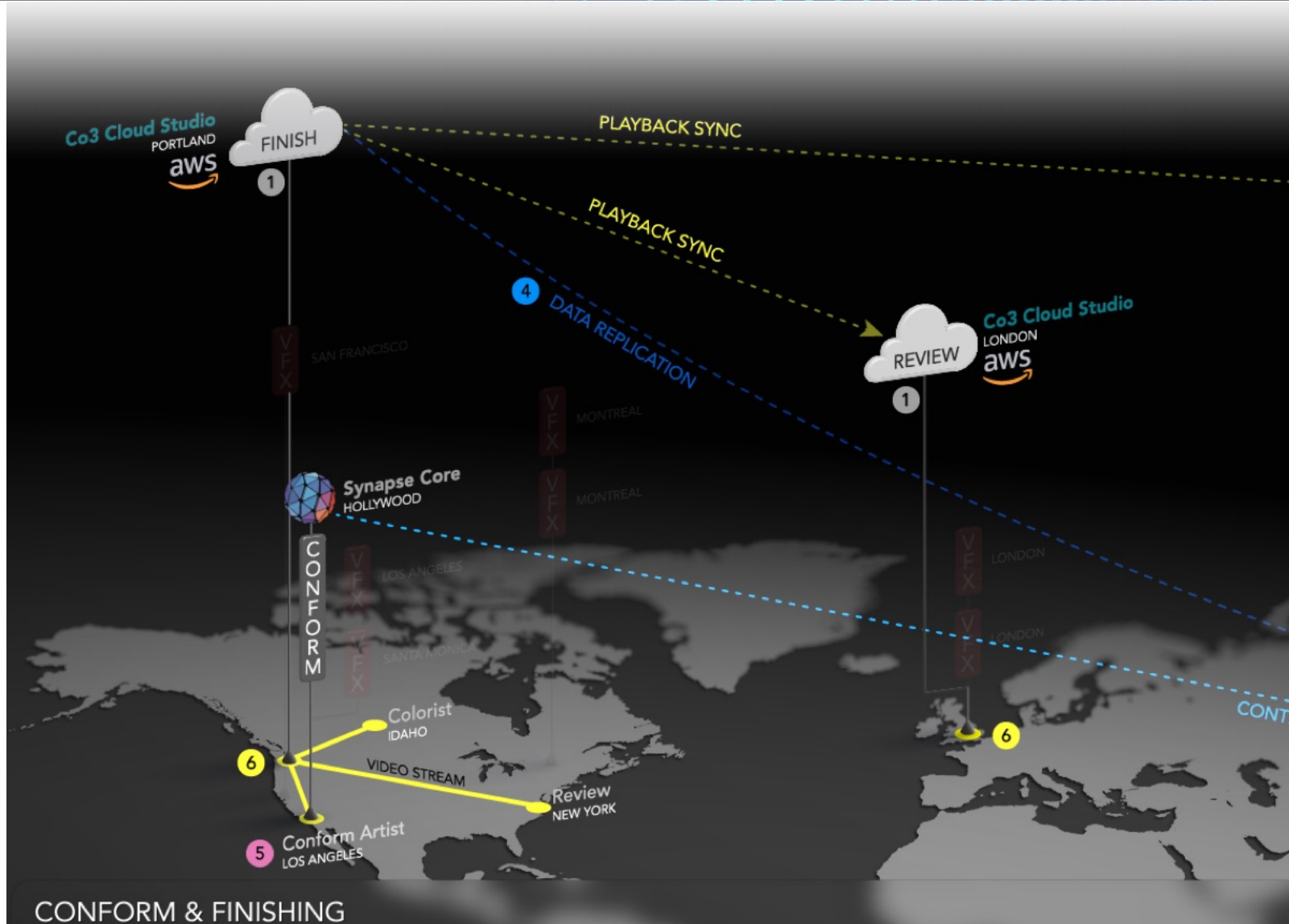
**Blackmagic Design and Company 3 provided
fully remote, fully cloud-based real-time color
grading sourcing 4k conformed media in AWS fast
storage solutions.*



CLOUD COLOR GRADING

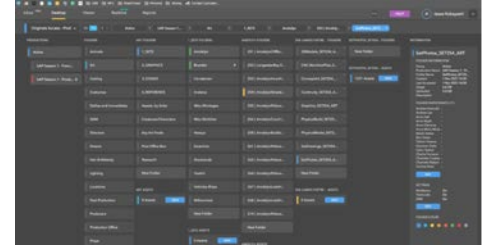
Remote Real-time Un-compromised

CLOUD COLOR GRADING



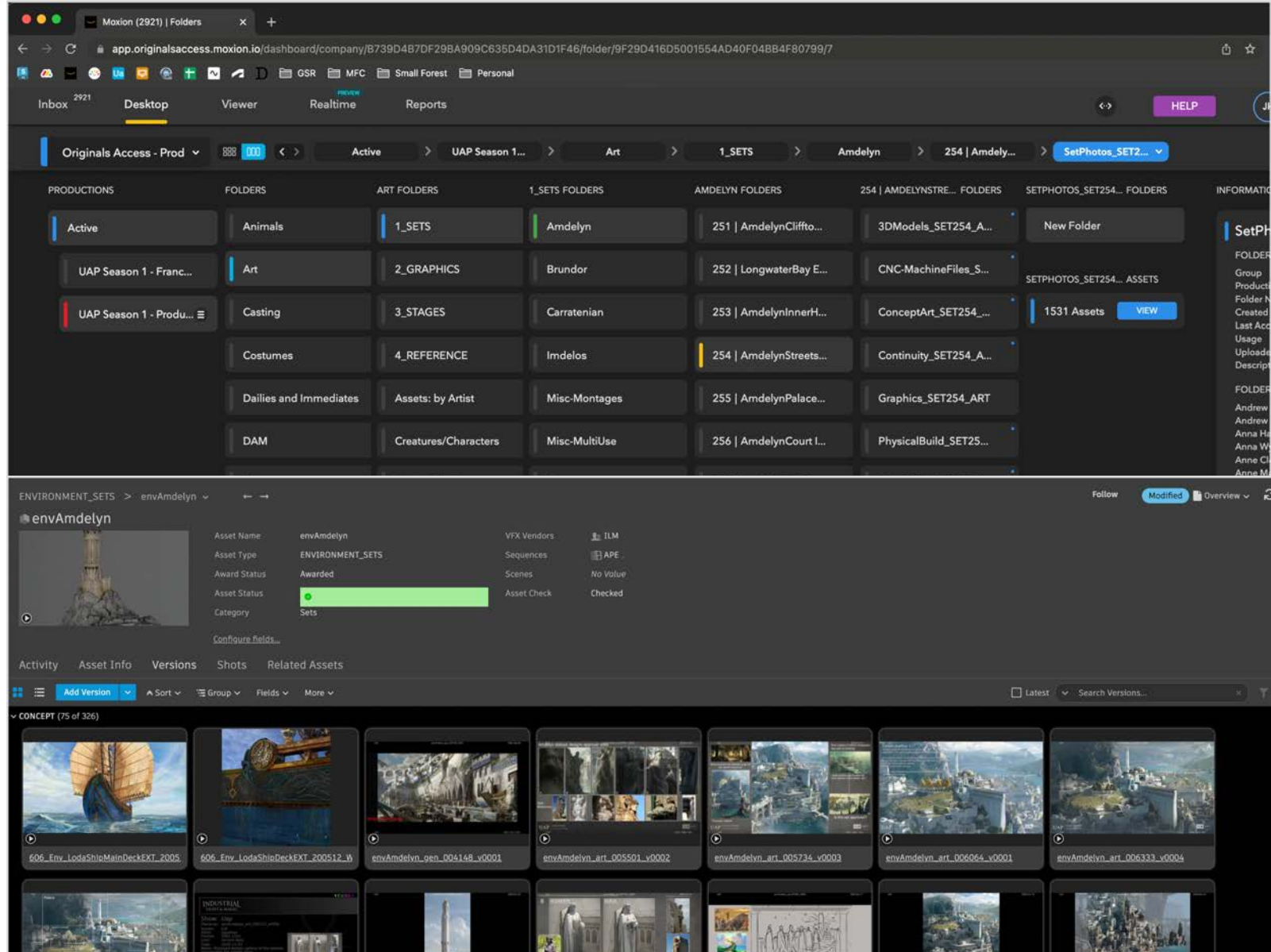
ARCHIVE AS WORKFLOW*

Leveraging Autodesk Moxion, ShotGrid and replicated AWS storage, **all digital assets from the production were **ingested, tagged and stored** throughout the production lifecycle making Archive a matter of permissions, not an afterthought.*



Managed Preserved Relational

ARCHIVE AS WORKFLOW



THIS IS MODERN FILMMAKING

The logo for HDA, featuring the letters 'H', 'D', and 'A' in a stylized, bold, white font. The 'H' and 'D' are connected, and the 'A' is separate. The background is a dark blue gradient with a pattern of glowing red and orange dots arranged in vertical lines, creating a digital or data-like effect.

HDA

TECH RETREAT 2023