

# NAVIGATING THE FUTURE

# HDA

## TECH RETREAT 2023

Integrating Lens Metadata  
into a Visual Effects Workflow

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## The Goal

Utilize easily recordable metadata for camera and/or encoder systems during production.

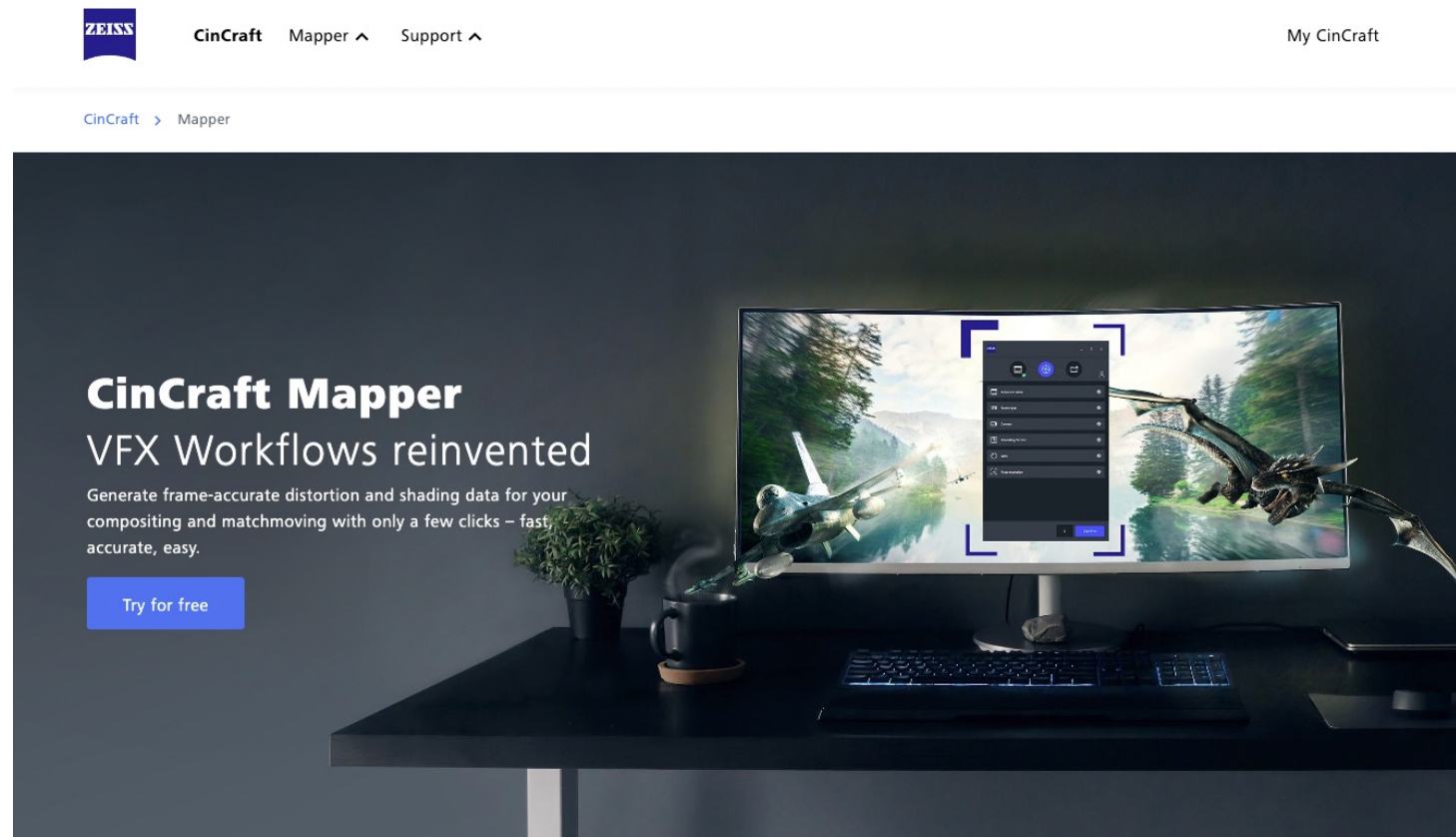
Generate frame-accurate distortion and shading (vignetting) data for compositing and matchmaking.

Extend service to a wider selection of lenses.





# ZEISS CineCraft Mapper



The screenshot shows the ZEISS CinCraft Mapper website. At the top, there is a navigation bar with the ZEISS logo, 'CinCraft', 'Mapper' (with a dropdown arrow), 'Support' (with a dropdown arrow), and 'My CinCraft'. Below the navigation bar, a breadcrumb trail reads 'CinCraft > Mapper'. The main content area features a large image of a computer monitor displaying a cinematic scene with a dragon and a jet. Overlaid on the monitor is a software interface window. To the left of the monitor, the text 'CinCraft Mapper' is displayed in a large, bold font, followed by 'VFX Workflows reinvented'. Below this, a smaller line of text reads: 'Generate frame-accurate distortion and shading data for your compositing and matchmoving with only a few clicks – fast, accurate, easy.' A blue button labeled 'Try for free' is positioned below the text.

**ZEISS** CinCraft Mapper Support My CinCraft

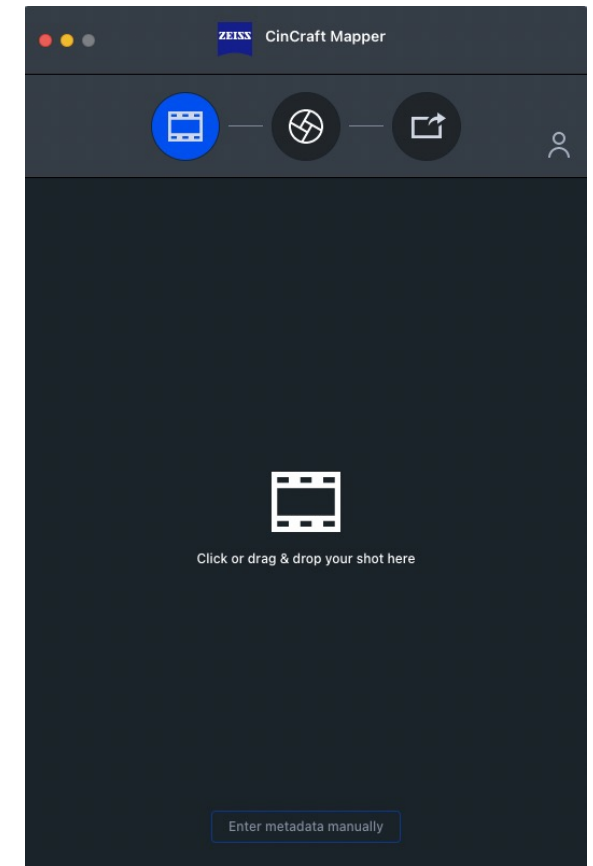
CinCraft > Mapper

## CinCraft Mapper

### VFX Workflows reinvented

Generate frame-accurate distortion and shading data for your compositing and matchmoving with only a few clicks – fast, accurate, easy.

[Try for free](#)

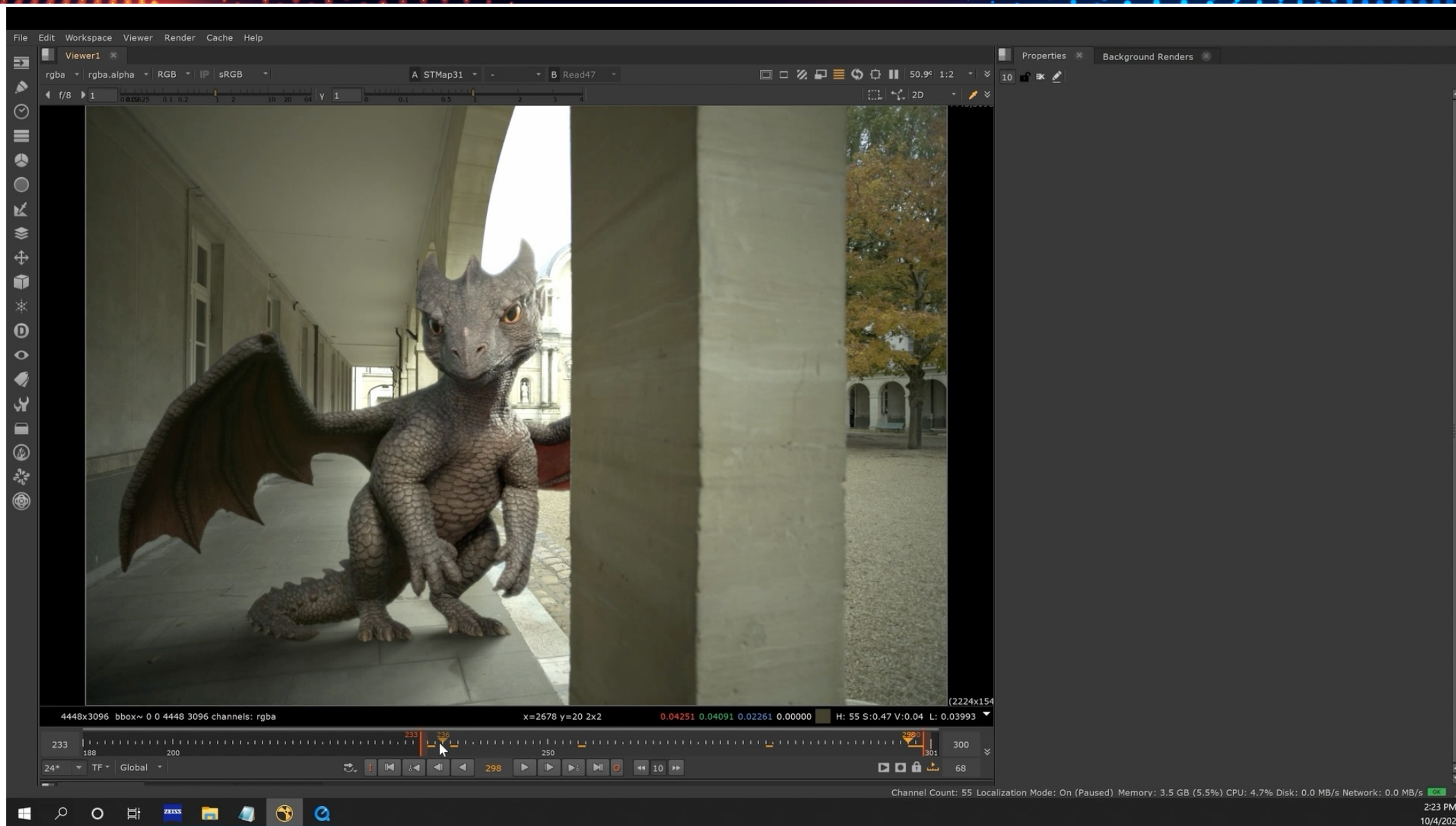


## The Workflow Explained



- Lens and camera communicate
- Lens and camera don't communicate
- Camera or Encoder capture data
- Camera or Encoder generates file









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