



HPA

TECH RETREAT 2024

Let's have an honest
conversation about Sound

Nuno Fonseca, PhD
CEO, Sound Particles

“Sound is 50% of a Movie”

George Lucas





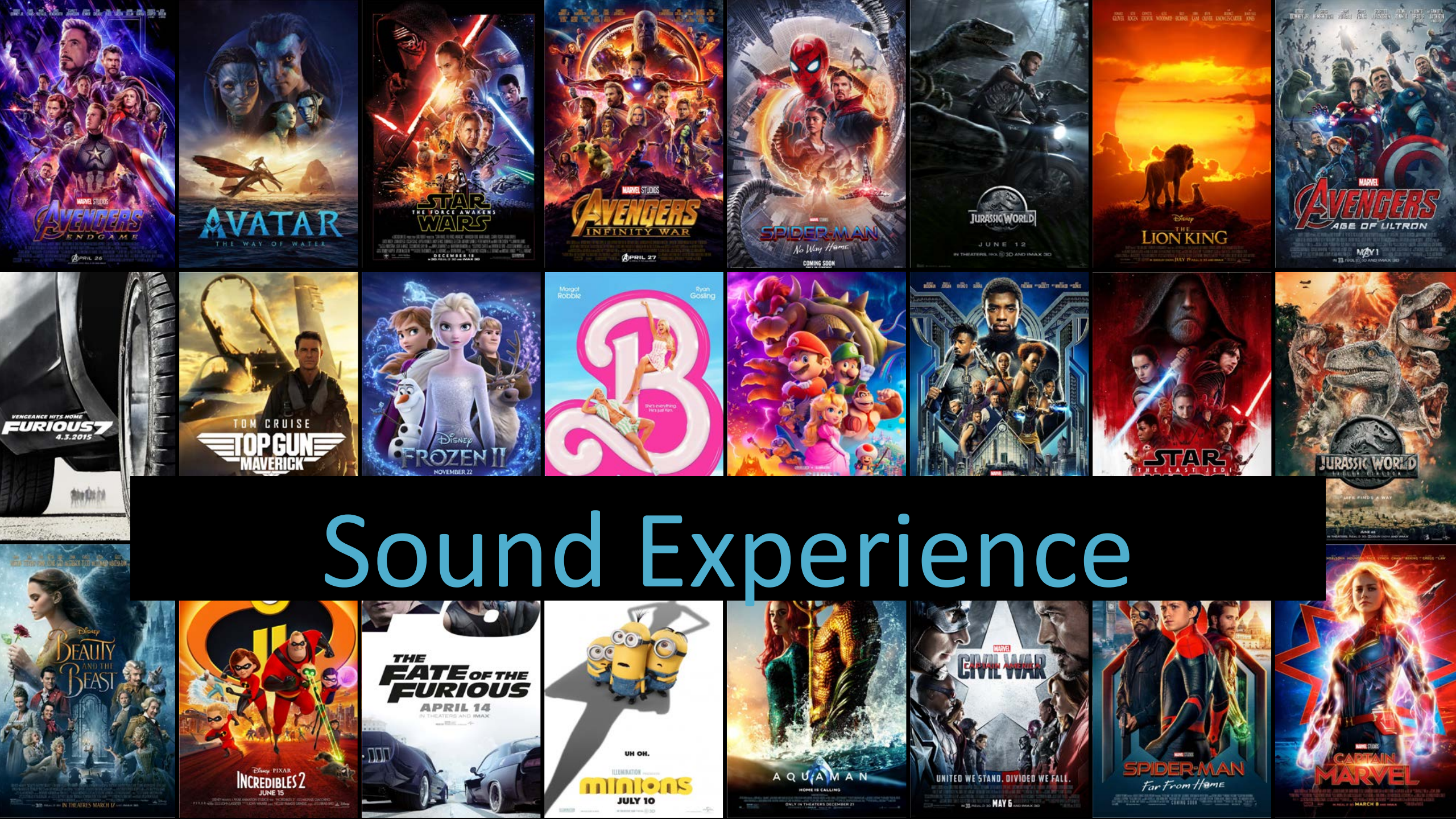


People really like CGI/VFX?



Cinema vs Home





Sound Experience













MAD MAX: FURY ROAD (2015)

- Directed by: George Miller
- Sound Designer: Mark Mangini
- Screening Tests
 - Score: 70 → 80
- 6 Oscars (including 10 nominations)
- \$400 M
- ...

“Sound is 50% of a Movie”

“If sound is 50% of a movie,
where is our 50% of the Budget?”

(Someone at Skywalker)



STAR WARS: THE RISE OF SKYWALKER

- Sound Department: 72 persons
- Visual Effects: 1 116 persons
- All: 3 031 persons

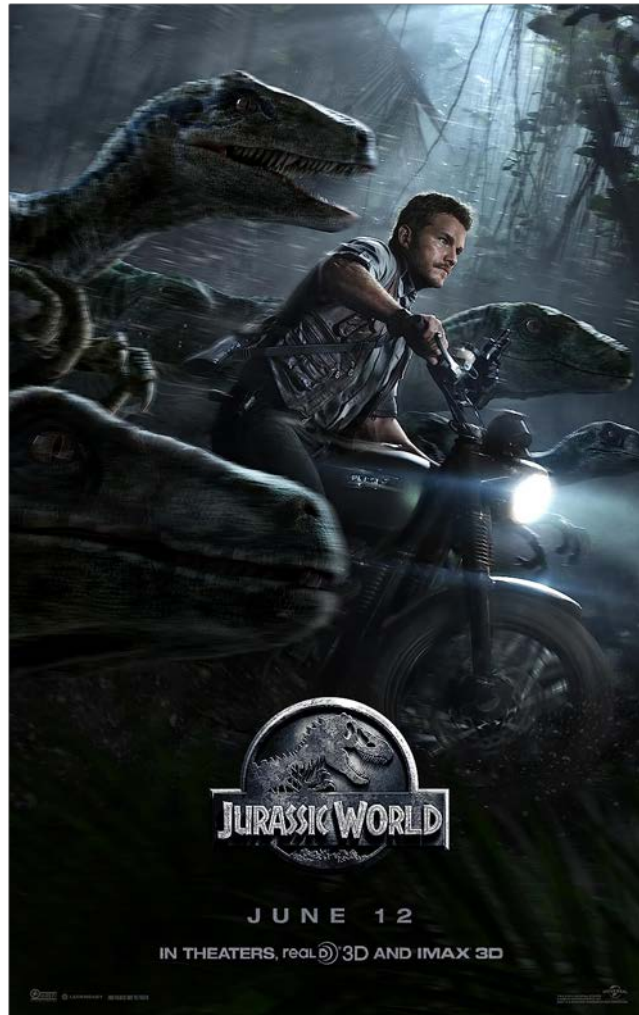
2.4
%






```
f function start()  
  
    var today = new Date();  
    var h = today.getHours();  
    var m = today.getMinutes();  
    var s = today.getSeconds();  
    m = correctTime(m);  
    s = correctTime(s);  
    document.getElementById("clock").innerHTML +=  
        //calling the function every second  
        var t = setTimeout(start, 1000);  
  
    //adding the zero if needed  
    function correctTime(i)
```

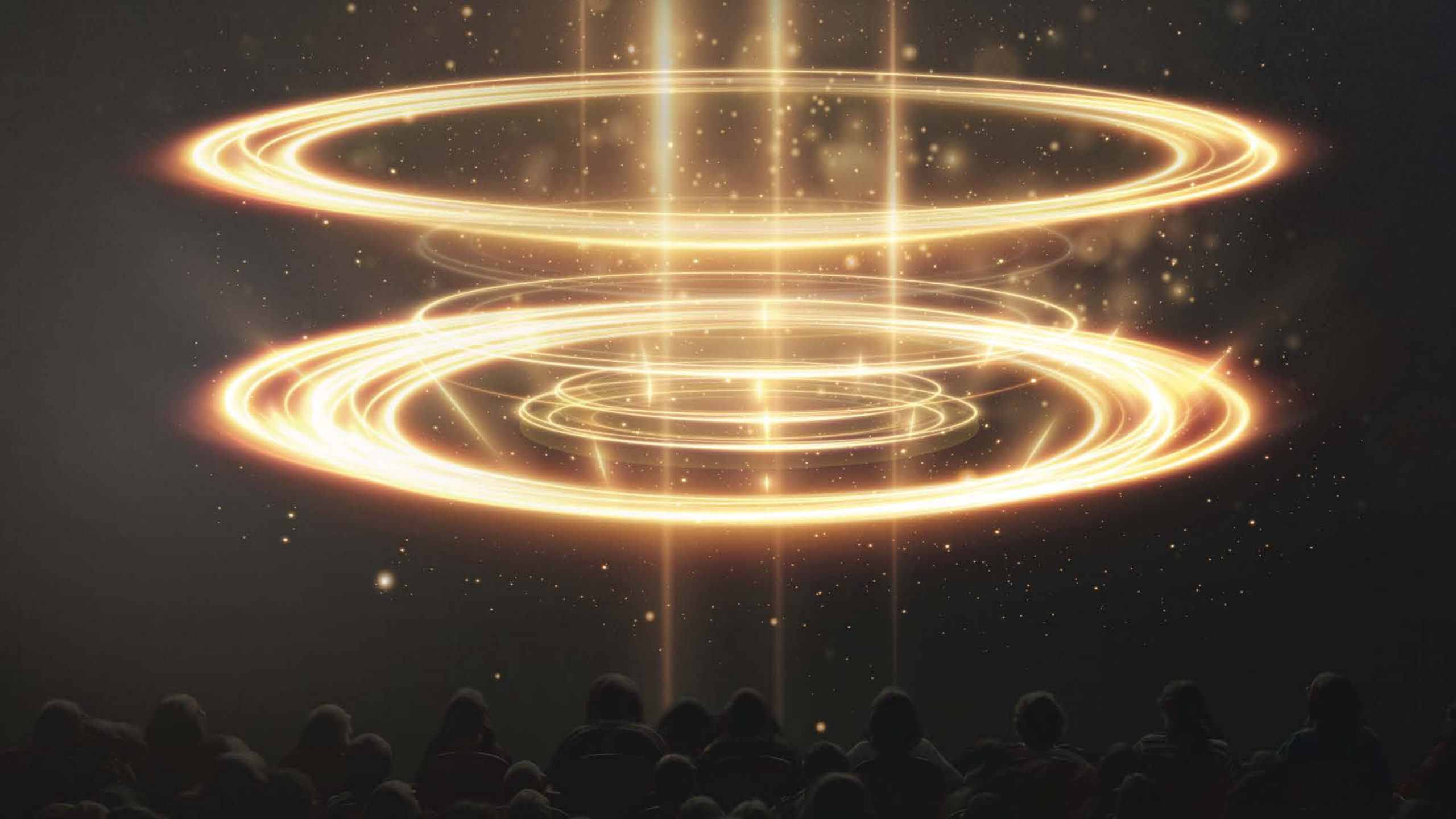
RESEARCH



SCIENTIFIC & TECHNICAL AWARDS







The logo consists of the letters 'HPA' in a bold, white, sans-serif font. The 'H' and 'A' are white, while the 'P' is a dark blue color. The background is a gradient of blue and orange, with a pattern of vertical lines at the bottom.

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