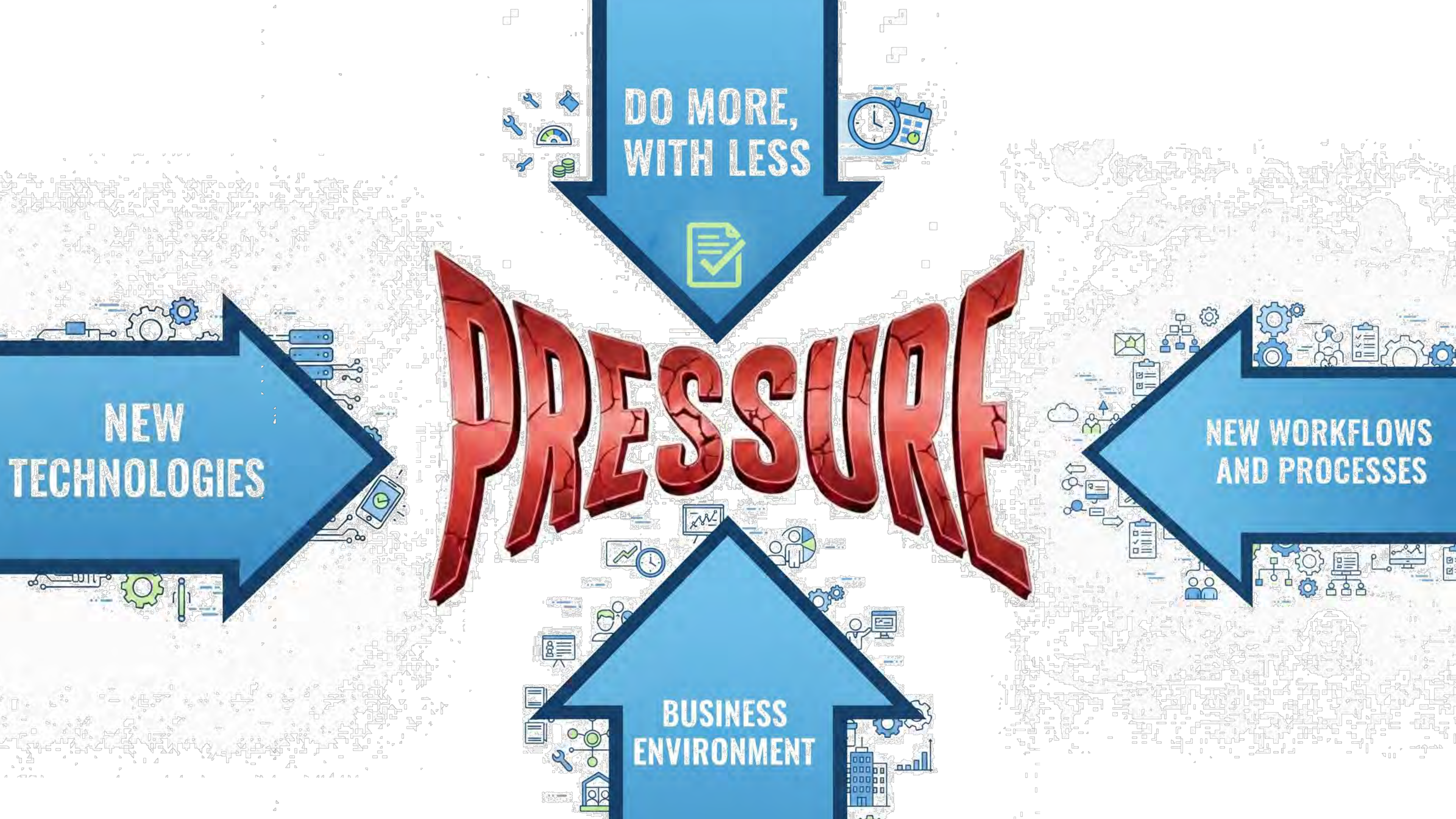




**WTF is a “Software-Defined Workflow”
and how can it provide the flexibility
and interoperability that creative
teams need to adapt to change?**

HPA 2026



DO MORE,
WITH LESS



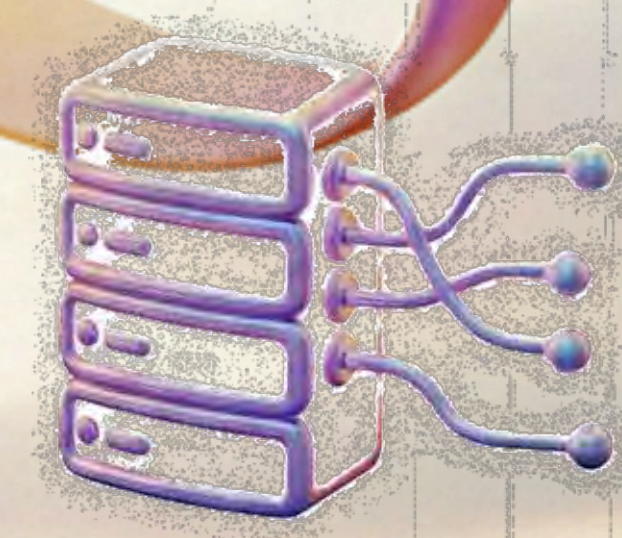
PRESSURE

NEW
TECHNOLOGIES

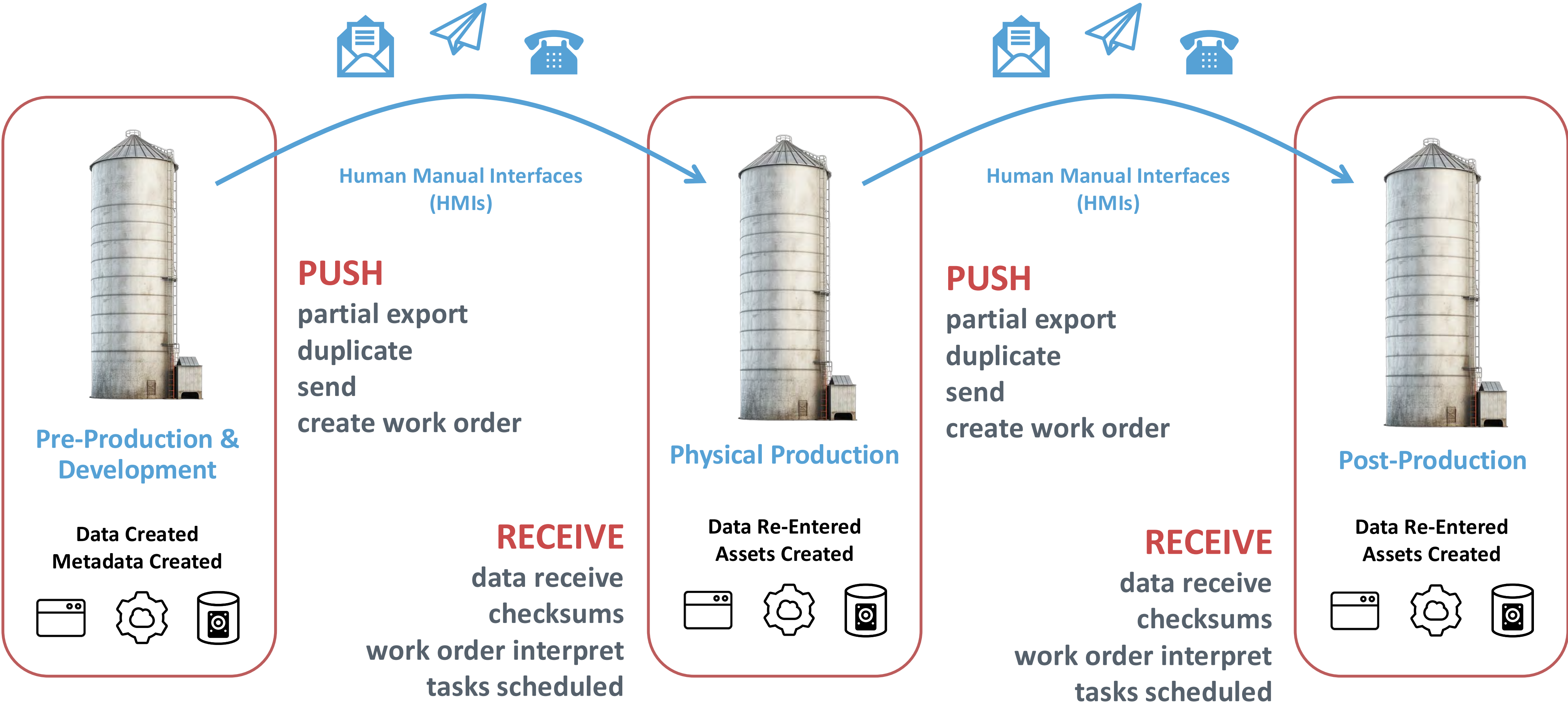
NEW WORKFLOWS
AND PROCESSES

BUSINESS
ENVIRONMENT

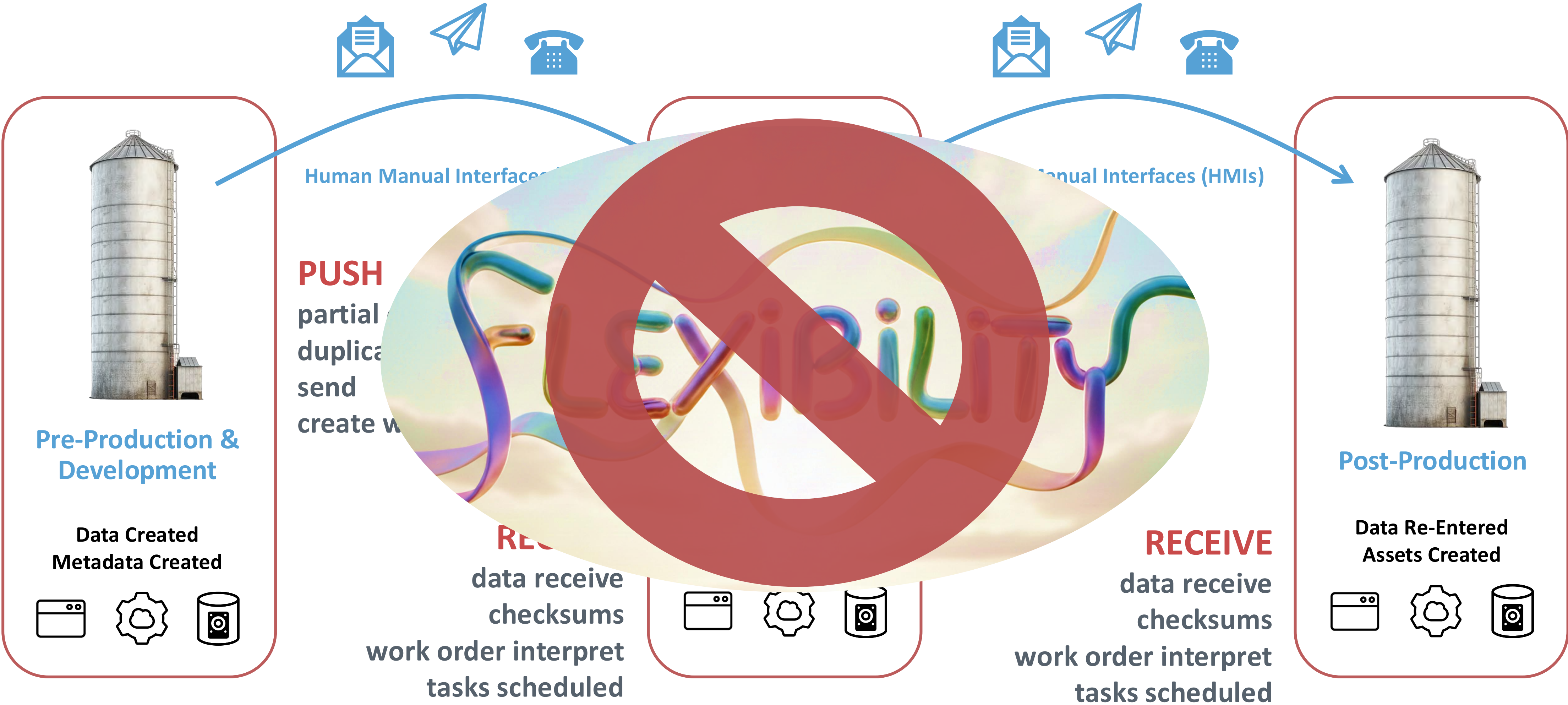
Flexibility



LINEAR WORKFLOWS UNDERPINNED BY DATA SILOS



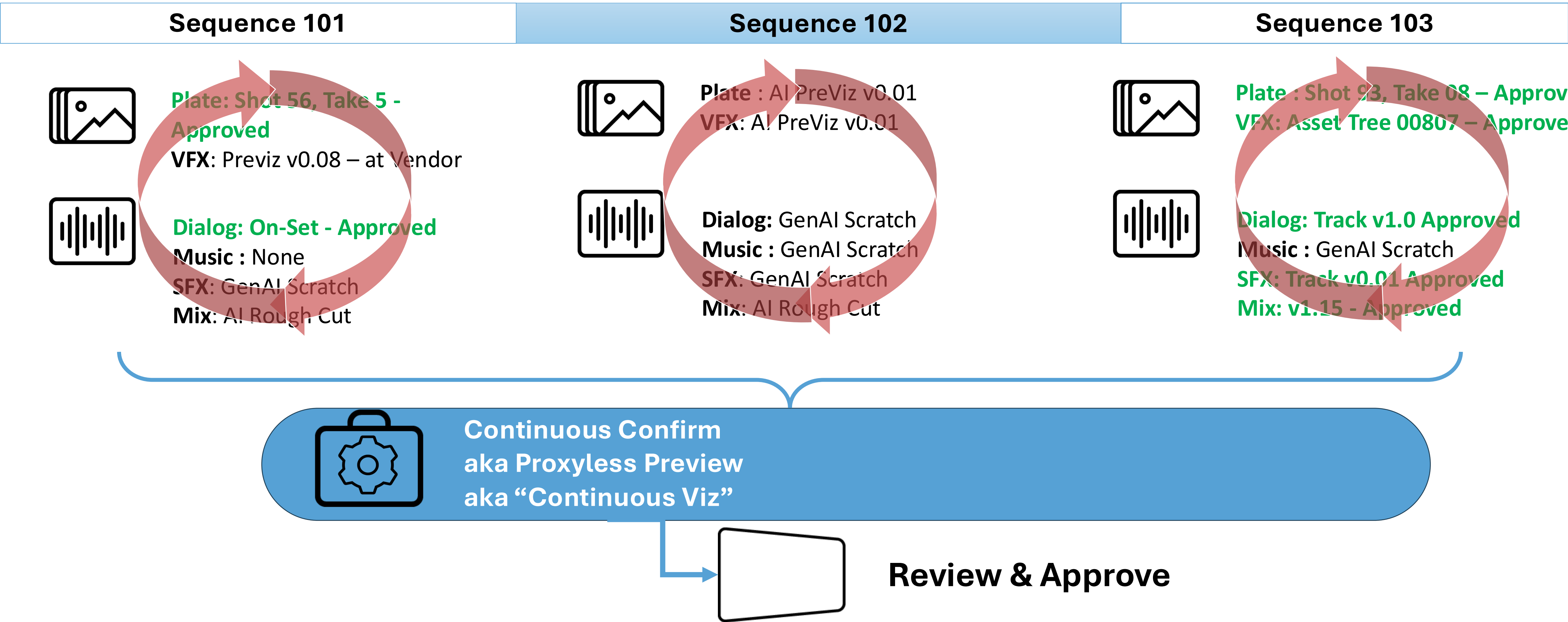
LINEAR WORKFLOWS UNDERPINNED BY DATA SILOS



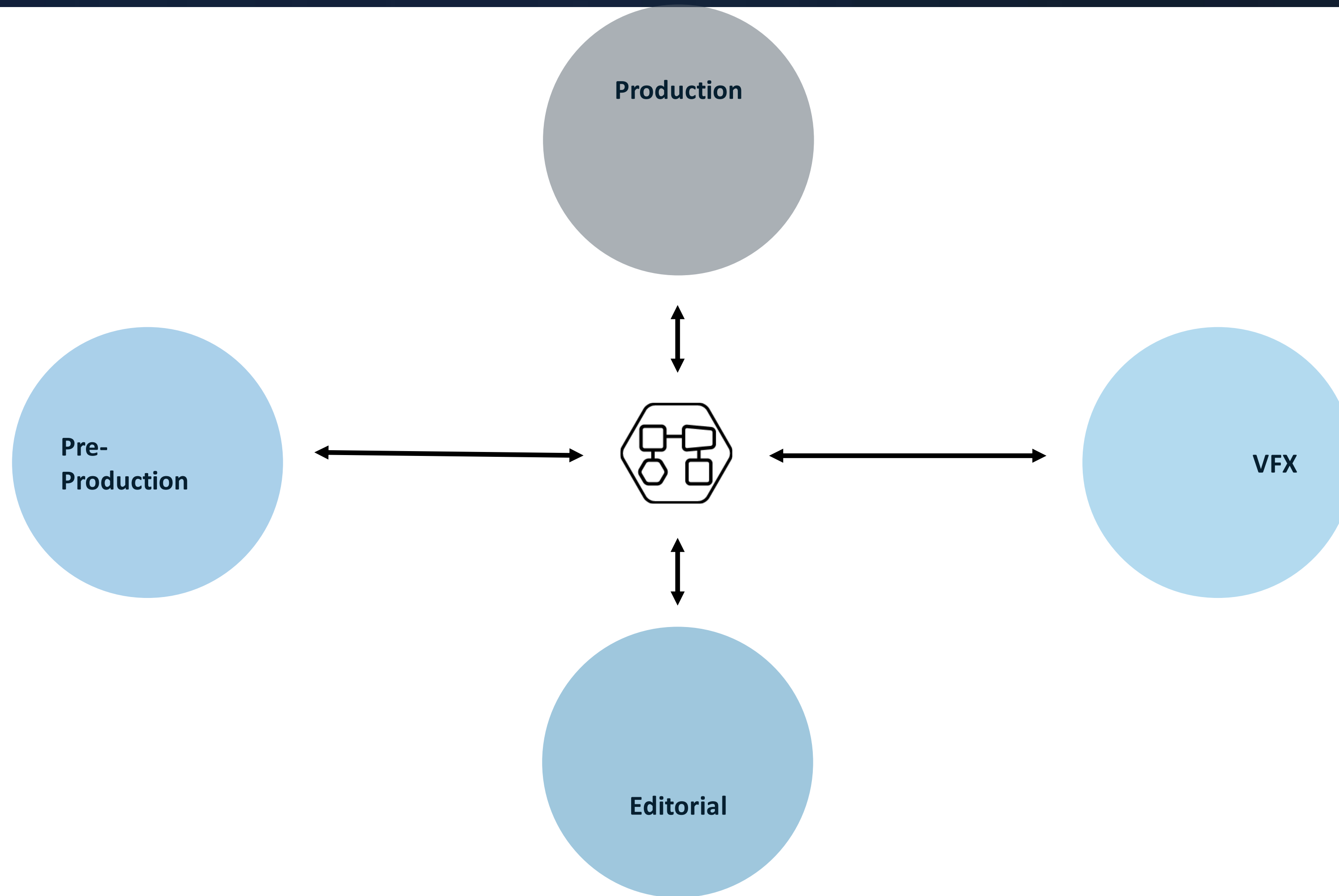
UNLEASHING NON-LINEAR COLLABORATIVE CREATION



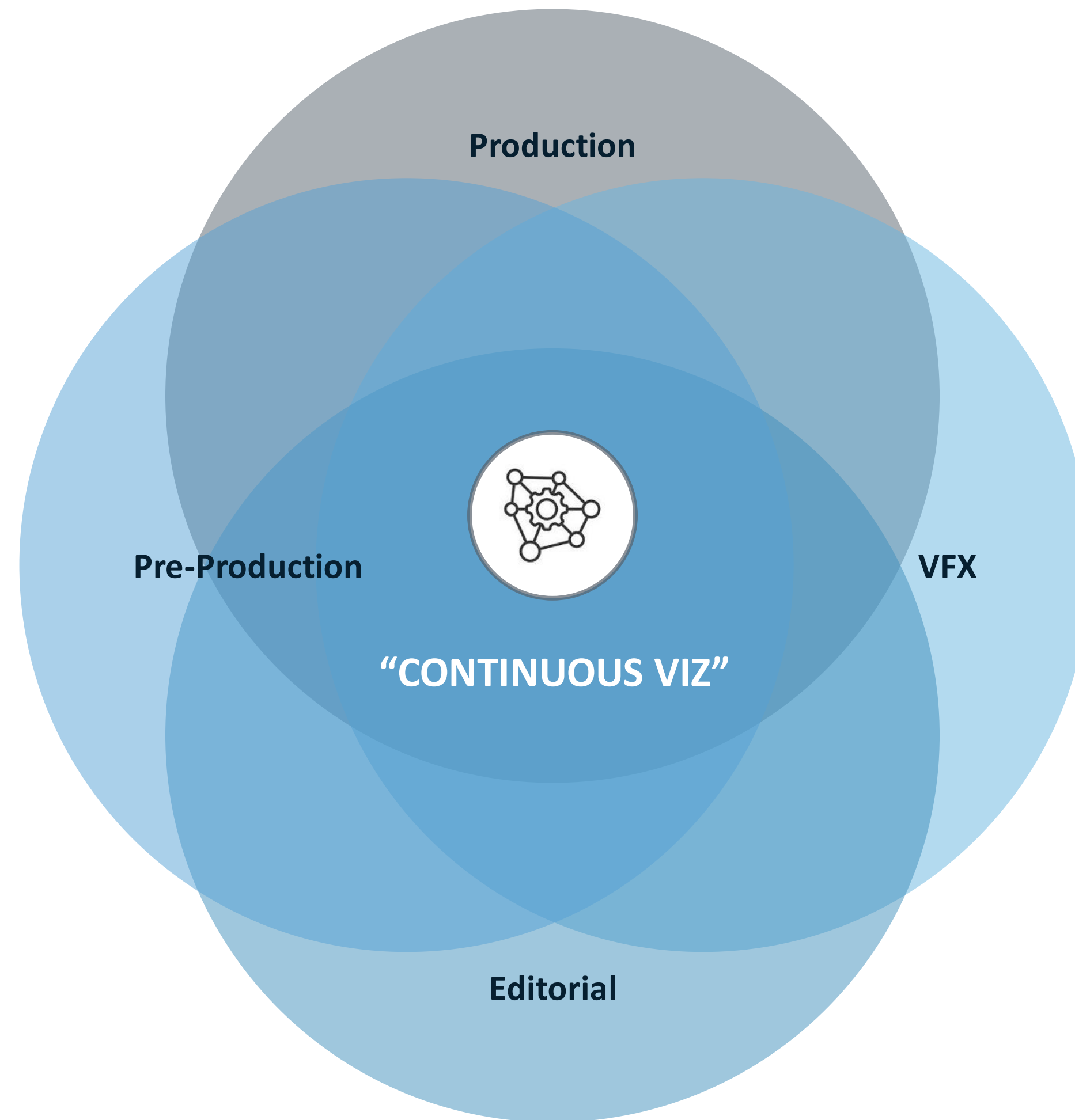
Narrative Timeline : EDL Timeline v2.23 – Pending Approval



WORKFLOWS CAN BECOME LESS LINEAR



BLURRING LINES BETWEEN PRE-PRODUCTION, PRODUCTION AND POST



BREAKING DOWN THE SILOS

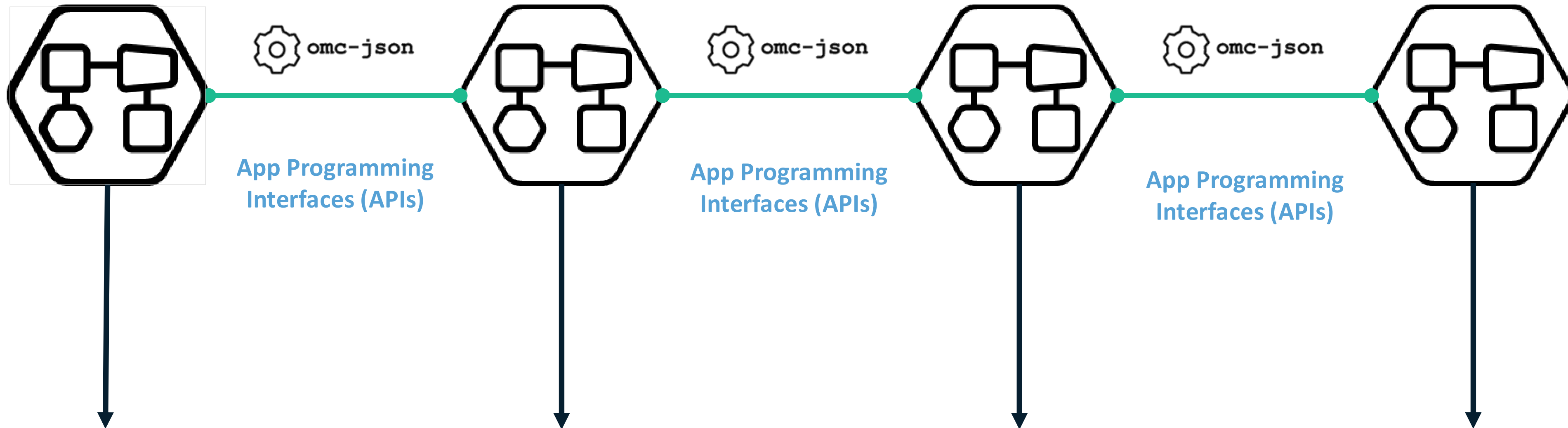


Pre-Production & Development

Production & On-Set Dailies

Executive Review Dailies

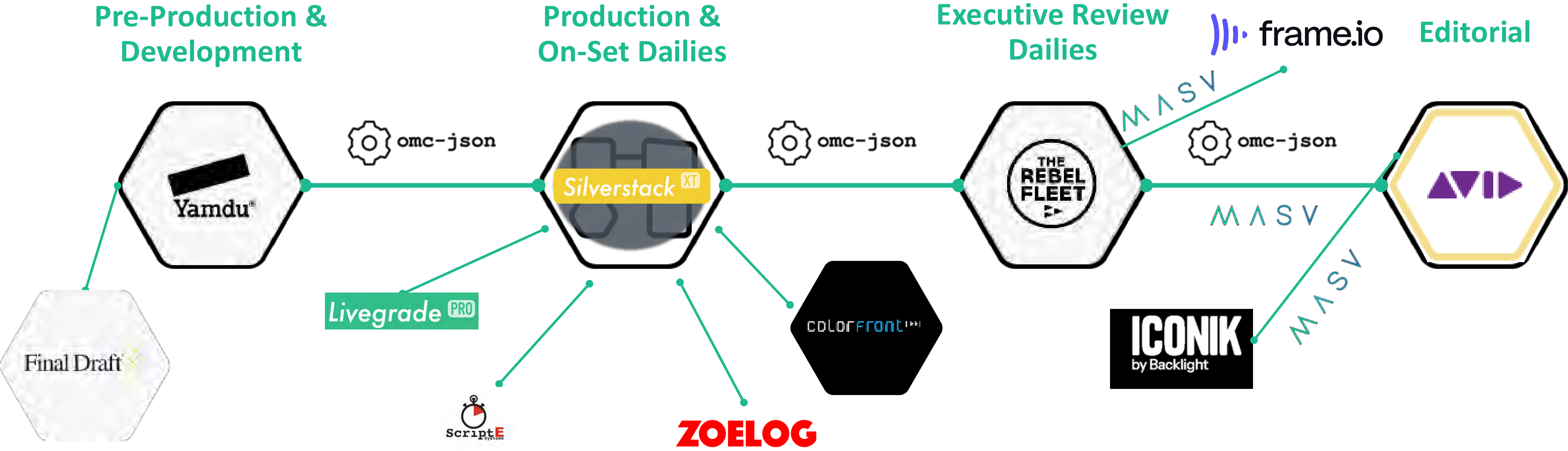
Editorial



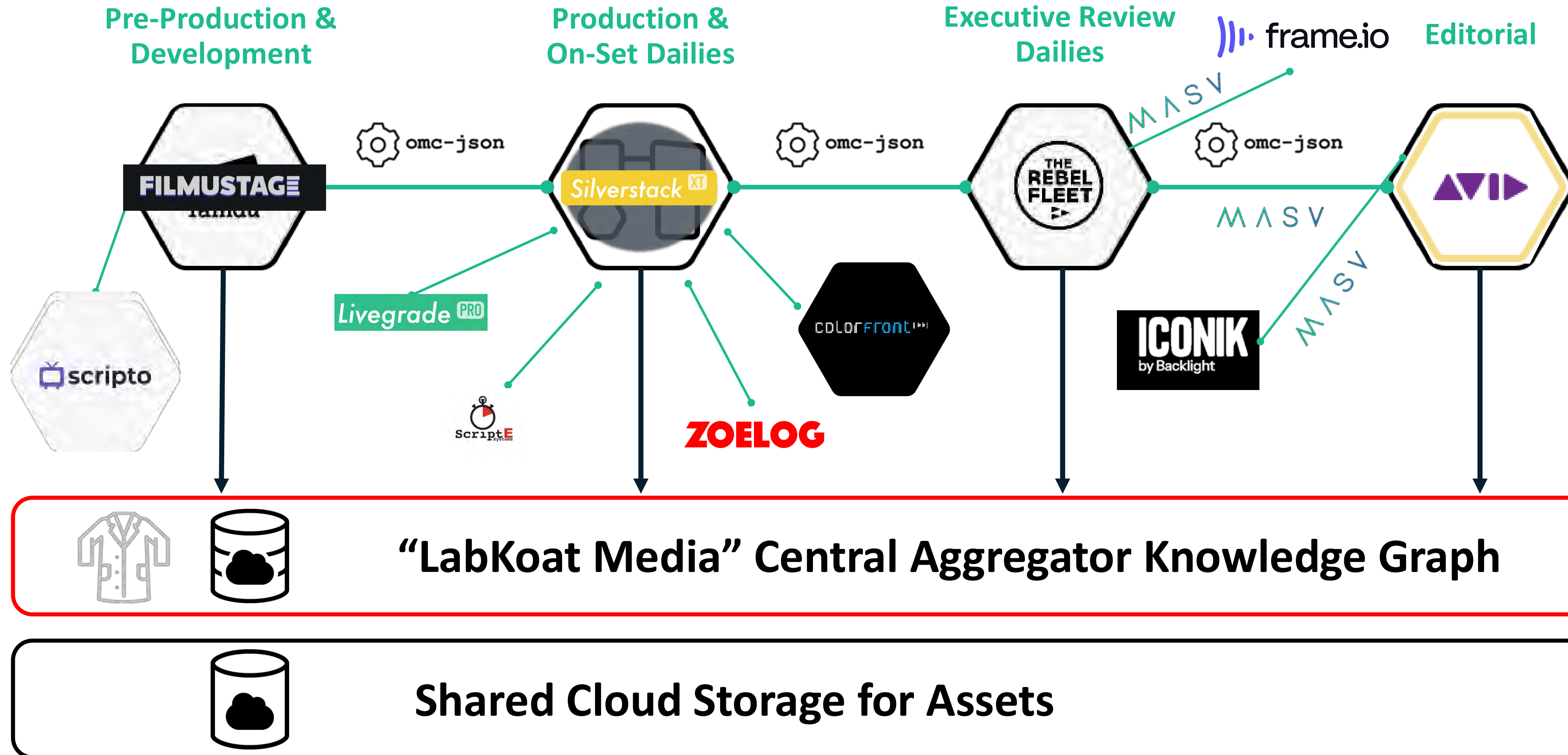
[Optional] Central Aggregator Knowledge Graph

Shared Assets Storage (Multi-Cloud)

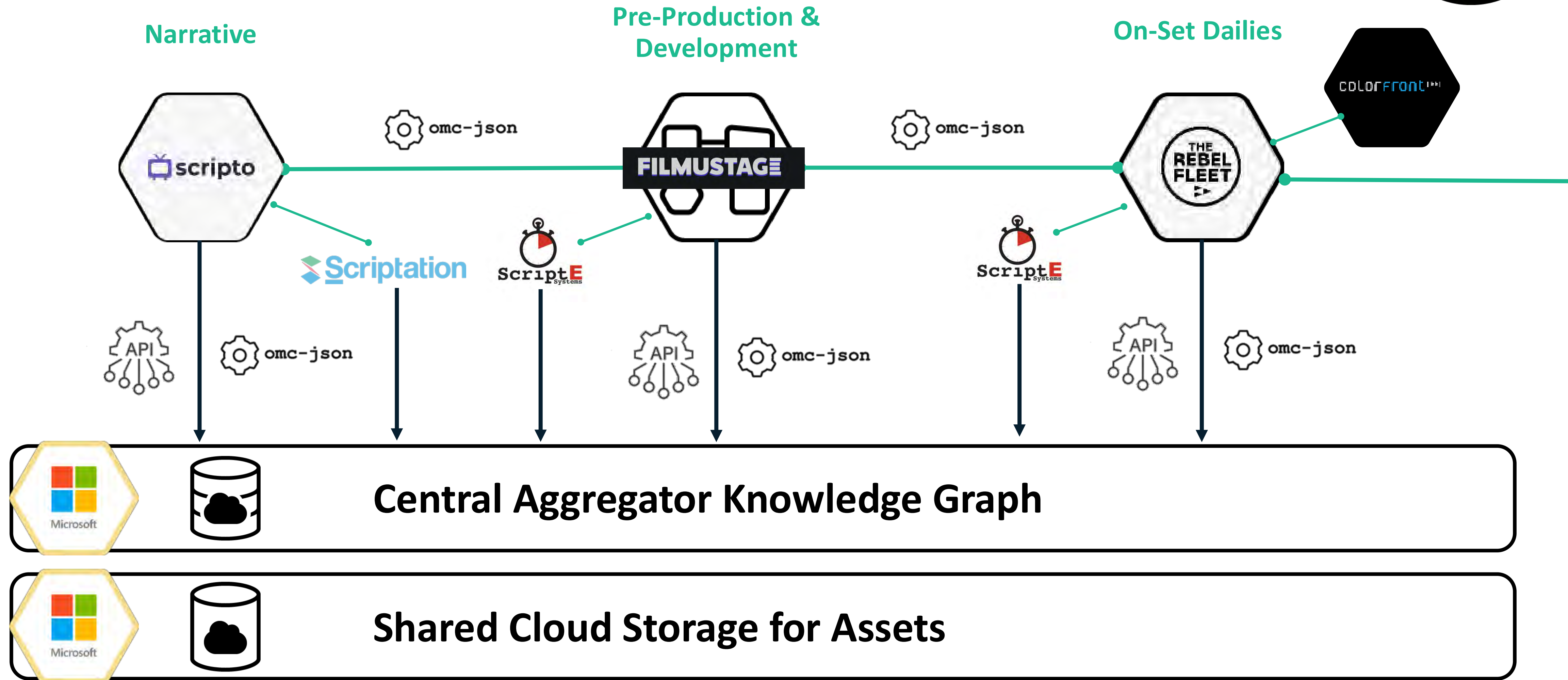
EUROPA “PRODUCTION HUBS” ON SCENARIO 2



WTF IS A SOFTWARE-DEFINED WORKFLOW?



PRODUCTION HUBS ON “WORST DOUBLE DATE OF ALL TIME”



The logo is a circular emblem. The outer ring is black with the text "2030 VISION" in white at the top and "FOR MEDIA CREATION" in white at the bottom. The center is a light blue circle containing the "movie labs" logo, which consists of a stylized white film reel icon and the text "movie labs" in a white sans-serif font.

The screenshot displays the MovieLabs application interface. On the left, a sidebar contains a 'MovieLabs' header, a 'Collections' section with 'My Favorites', 'My History', and 'Workspace History', and a 'Shared' section with 'Europa', 'TWDDOAT' (highlighted), and 'Private'. Below these is a 'Trash' section. A section titled '7 docs in TWDDOAT' lists several documents, including 'Untitled' and multiple drafts of 'The Worst Double Date of All Time'. The main workspace area features a top navigation bar with 'MovieLabs', 'Settings', 'Members', and 'Permissions'. The workspace is divided into three large panels: 'My Favorites' (No Favorites), 'My History' (No Personal History), and 'Workspace History' (No Workspace History). At the bottom, a 'What's New in Scripto' section shows a preview of a document editor with headers and footers, accompanied by the text 'Headers and footers now appear in the editor! What you see is what will print.' and a 'Learn More' link.

Pre-Production Source of Truth – FilmUstage



FILMUSTAGE

Script

Scheduling

Call Sheets

Budgeting

Storyboards

Upgrade

AI Dude

Hi, Chris

Search tag...

1 INT. PHOEBE'S APARTMENT - KL...

CAST (2)

LOCATION DETAILS (1)

SET (1)

2 INT. PHOEBE'S APARTMENT - LI...

3 INT. PHOEBE'S APARTMENT - KL...

4 INT. JULIA'S APARTMENT - NIG...

5 INT. PHOEBE'S APARTMENT - KL...

6 INT. PHOEBE'S APARTMENT - NI...

7 INT. PHOEBE'S APARTMENT - KL...

8 INT. PHOEBE'S APARTMENT - LI...

9 INT. PHOEBE'S APARTMENT - P...

10 INT. PHOEBE'S APARTMENT - KL...

11 INT. PHOEBE'S APARTMENT - LI...

12 INT. PHOEBE'S APARTMENT - KL...

13 INT. PHOEBE'S APARTMENT - LI...

14 INT. PHOEBE'S APARTMENT - B...

15 INT. PHOEBE'S APARTMENT - B...

The Worst Double Date of All Time (2)

Scene Breaks

Download Script Synopsis

Share Project

Script AI Dude

Export

5/8

1 INT. PHOEBE'S APARTMENT - KITCHEN - NIGHT

PHOEBE prepares dinner by herself, while OLIVER watches. Phoebe all of a sudden stops.

PHOEBE

Why did I offer to cook? I always offer to cook and I always hate it.

OLIVER

Because you're a great cook.

PHOEBE

I know, I'm cursed. I wish you had a useful skill.

oliver laughs.

OLIVER

You really do sound like my mother sometimes.

Phoebe barely laughs. I wouldn't even call it a laugh.

OLIVER

Alright, you've done enough, time to sit and relax.

oliver grabs Phoebe's hand and leads her out of the

Notes: Scene 1

Enter scene notes...

Gift

1

The logo is a circular emblem. The outer ring is black with the text "2030 VISION" in white at the top and "FOR MEDIA CREATION" in white at the bottom. The center of the logo is a light blue circle containing the "movie labs" logo, which consists of a stylized white film reel icon and the text "movie labs" in a white sans-serif font.

3.

INT. OLIVER'S PARENTS' PLACE - FAMILY ROOM - CONTINUOUS

PHOEBE
No, dinner isn't even close to being done. They're gonna be here in half an hour.

But Oliver keeps looking...all the way to the couch, where they both plop down.

OLIVER
I know ~~this isn't about cooking.~~

What? What?

OLIVER
Your sour mood.

PHOEBE
Did you really just say I'm in a sour mood?

OLIVER
If it makes you feel any better, I regretted it the moment I said it.

Phoebe glares at Oliver then looks down.

OLIVER
What's going on? If the ziti is taking this much of a toll, I'll cancel the dinner, no hesitation. I love canceling.

Phoebe looks at Oliver. She opens her mouth. Nothing comes out.

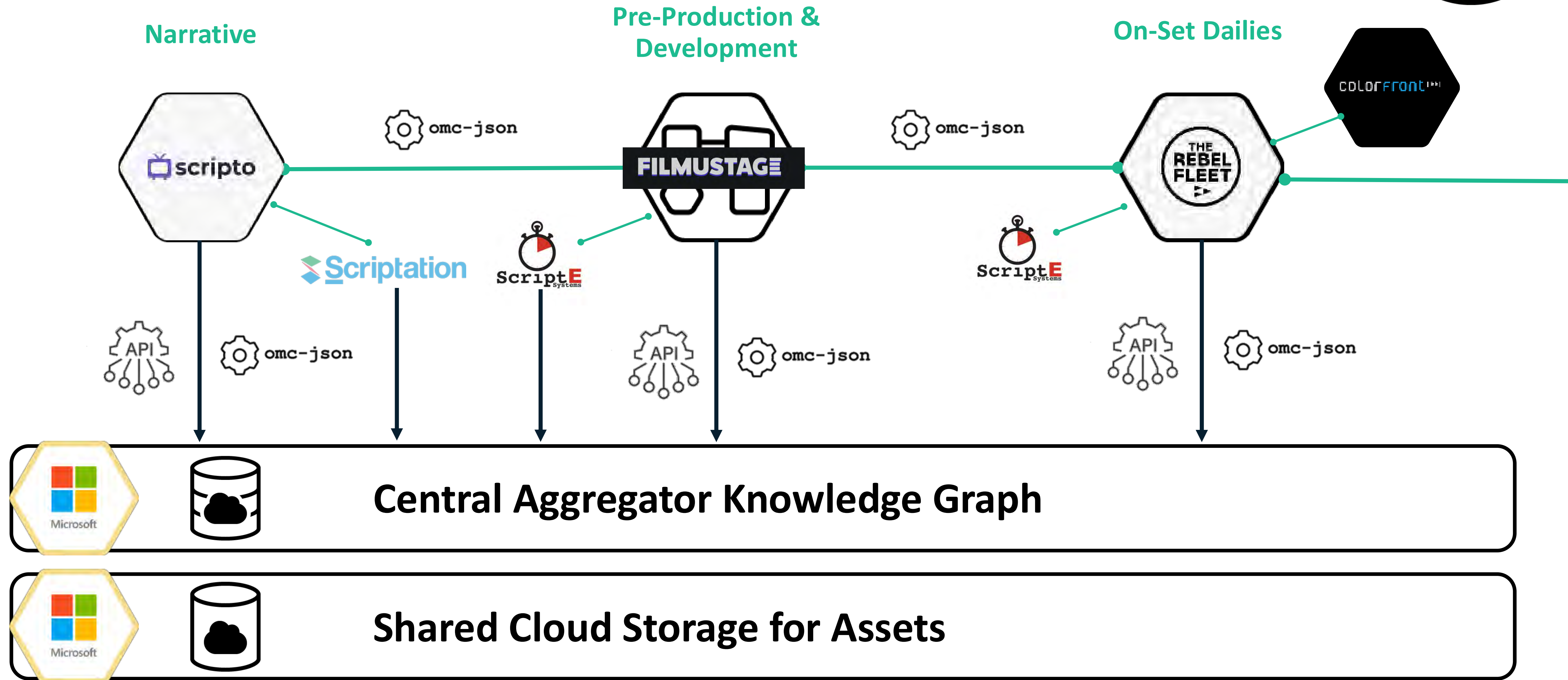
OLIVER
We had our pregnancy scare last week and we're both unemployed, so I really have no idea what this could be.

PHOEBE
It's so stupid. It's not even a big deal, I just feel stupid for telling you this late.

Phoebe takes a deep breath.

PHOEBE
Before you and I were together...Dante DM'd me.

PRODUCTION HUBS ON “WORST DOUBLE DATE OF ALL TIME”



KNOWLEDGE GRAPH – DATA RELATIONSHIPS



WWDA > WWDA v1

Greenlight Narrative Hub

3

Q Search entities...

Filter

INT. EXT.

Narrative Scene

13

#13 • 26 lines

INT. EXT.

Narrative Scene

14

#14 • 9 lines

INT. EXT.

Narrative Scene

15

#15 • 2 lines

INT. EXT.

Narrative Scene

16

#16 • 12 lines

INT. EXT.

Narrative Scene

17

#17 • 1 lines

+ Import OMC

Showing 1013 of 1016

1

Narrative Scene

me-nexus:b311324c-5305-443a-96a7-60c12b44220f

A discrete unit of story action occurring in a single location and continuous time. Scenes are the building blocks of narrative structure, containing dialogue, action, and character interactions.

me-nexus:b311324c-5305-443a-96a7-60c12b44220f

Properties 2

Slugline OMC

INT. KITCHEN - NIGHT

The scene heading (slug line) identifying location type, place, and time of day.

Description OMC

PHOEBE prepares dinner by herself, while Oliver watches. Oliver laughs. Phoebe barely laughs. I wouldn't even call it a laugh.

Scene action and description text that establishes what happens in the scene.

Additional Data 7

SCRIPT

Last edited Nov 14, 2025, 2:33 PM by

17 Scenes

Characters

LocationsBalance: 80 Action 270 Dial

INT. PHOEBE'S APARTMENT - KITCHEN - NIGHT

PHOEBE prepares dinner by herself, while Oliver watches.

OLIVER

I don't know about you, but I feel like a real functioning adult. Hosting a dinner for another couple.

PHOEBE

Well, it's my apartment. So I'm the one hosting. And the one cooking.

Participant Task

OMC v2.8

Analysis Publish

KNOWLEDGE GRAPH – DATA RELATIONSHIPS



WWDA > WWDA v1

Greenlight Narrative Hub

Search entities...

Filter

Creative Work

the worst double date of all time

17 scenes • 4 chars

Narrative Scene

1

#1 • 8 lines

Narrative Scene

2

#2 • 49 lines

Narrative Scene

3

#3 • 10 lines

Narrative Scene

4

#4 • 10 lines

+ Import OMC

Showing 1013 of 1016

1 Narrative Scene

A discrete unit of story action occurring in a single location and continuous time. Scenes are the building blocks of narrative structure, containing dialogue, action, and character interactions.

me-nexus:b311324c-5305-443a-96a7-60c12b44220f

provenance Custom

role: OMC Entity Converter

origin: 8d543776-6fe1-4ff4-a189-84f635c143f1

reason: Automated structural extraction from Scripto API

location: rawText: Int. Phoebe's apartment - kitchen - NIGHT

sceneIndex: 0

elementType: Scene Heading

toolName: Greenlight Narrative Hub

createdBy: identifier: identifierScope: me-nexus identifierValue: a3c8e7f1-9b2d-4e6a-8c1f-0d5b7a9e3f12

createdOn: 2026-01-30T13:57:02.373Z

confidence: 0.95

toolVersion: 1.0.0

extractionMethod: structural

Metadata tracking the origin and reliability of extracted data, including confidence level, extraction method, and source location.

Connected Entities 3

SCRIPT

Last edited Nov 14, 2025, 2:33 PM by

Clear

17 Scenes

Characters

LocationsBalance: 80 Action 270 Dial

INT. PHOEBE'S APARTMENT - KITCHEN - NIGHT

PHOEBE prepares dinner by herself, while Oliver watches.

OLIVER

I don't know about you, but I feel like a real functioning adult. Hosting a dinner for another couple.

PHOEBE

Well, it's my apartment. So I'm the one hosting. And the one cooking.

Participant Task

OMC v2.8

Analysis Publish

KNOWLEDGE GRAPH – DATA RELATIONSHIPS



WWDA > WWDA v1

Greenlight Narrative Hub

3

Search entities....

Filter

Creative Work

the worst double date of all time

17 scenes • 4 chars

Narrative Scene

1

#1 • 8 lines

Narrative Scene

2

#2 • 49 lines

Narrative Scene

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#3 • 10 lines

Narrative Scene

4

#4 • 10 lines

+ Import OMC

Showing 1013 of 1016

1 Narrative Scene

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createdOn: 2026-01-30T13:57:02.373Z

confidence: 0.95

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extractionMethod: structural

Metadata tracking the origin and reliability of extracted data, including confidence level, extraction method, and source location.

Connected Entities 3

SCRIPT

Last edited Nov 14, 2025, 2:33 PM by

17 Scenes

Characters

LocationsBalance: 80

Action

270 Dial

INT. PHOEBE'S APARTMENT - KITCHEN - NIGHT

PHOEBE prepares dinner by herself, while Oliver watches.

OLIVER

I don't know about you, but I feel like a real functioning adult. Hosting a dinner for another couple.

PHOEBE

Well, it's my apartment. So I'm the one hosting. And the one cooking.

Participant Task

OMC v2.8

Analysis Publish

OMC Agents





HPA 2026 OMC Agent
MovieLabs x Microsoft





Welcome to HPA 2026 OMC Agent
AI-powered assistant for MovieLabs OMC ontology

**MovieLabs OMC Knowledge**
Query the complete OMC ontology for media production

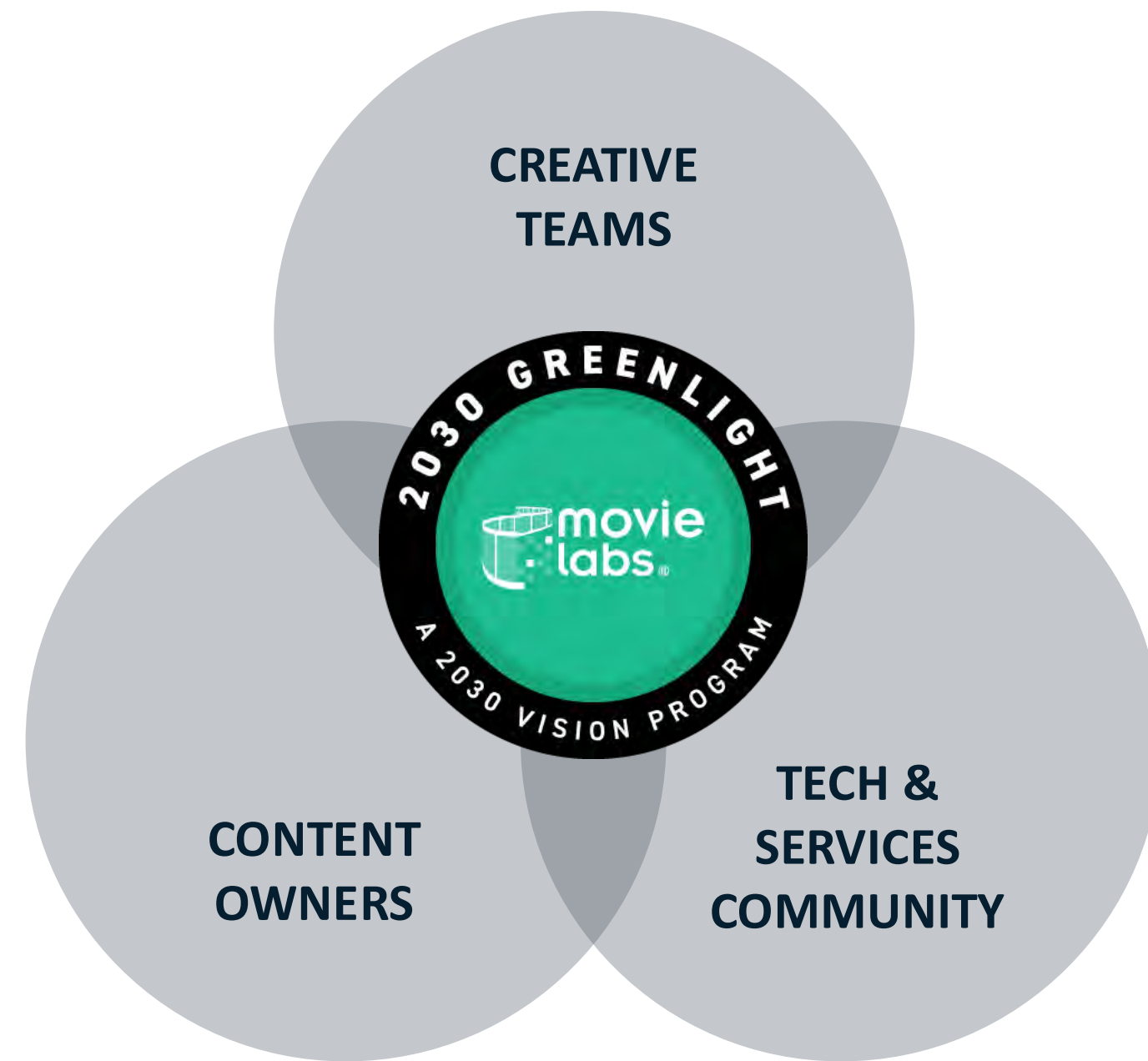
**Secure Authentication**
Sign in with Microsoft Entra ID

[→\] Sign in with Microsoft Entra ID](#)

By signing in, you agree to access the HPA 2026 OMC Agent demonstration

© 2025 ME-DMZ Inc. | Powered by Azure AI Foundry

2030 GREENLIGHT



MAKING INTEROPERABLE 2030 WORKFLOWS REAL AND ACTIONABLE

Bringing the studios, tech & services and creative communities together to deliver on the promise of the 2030 Vision.



CURATED VIGNETTES

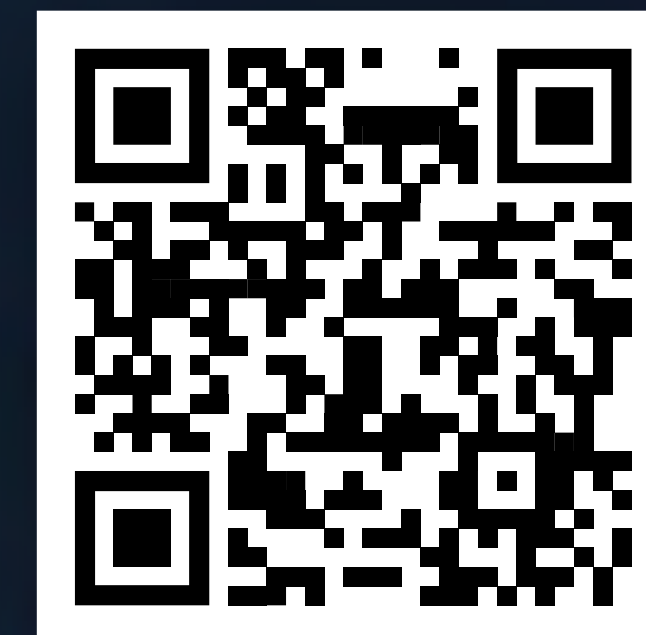
select real-world production scenarios that are inefficient today

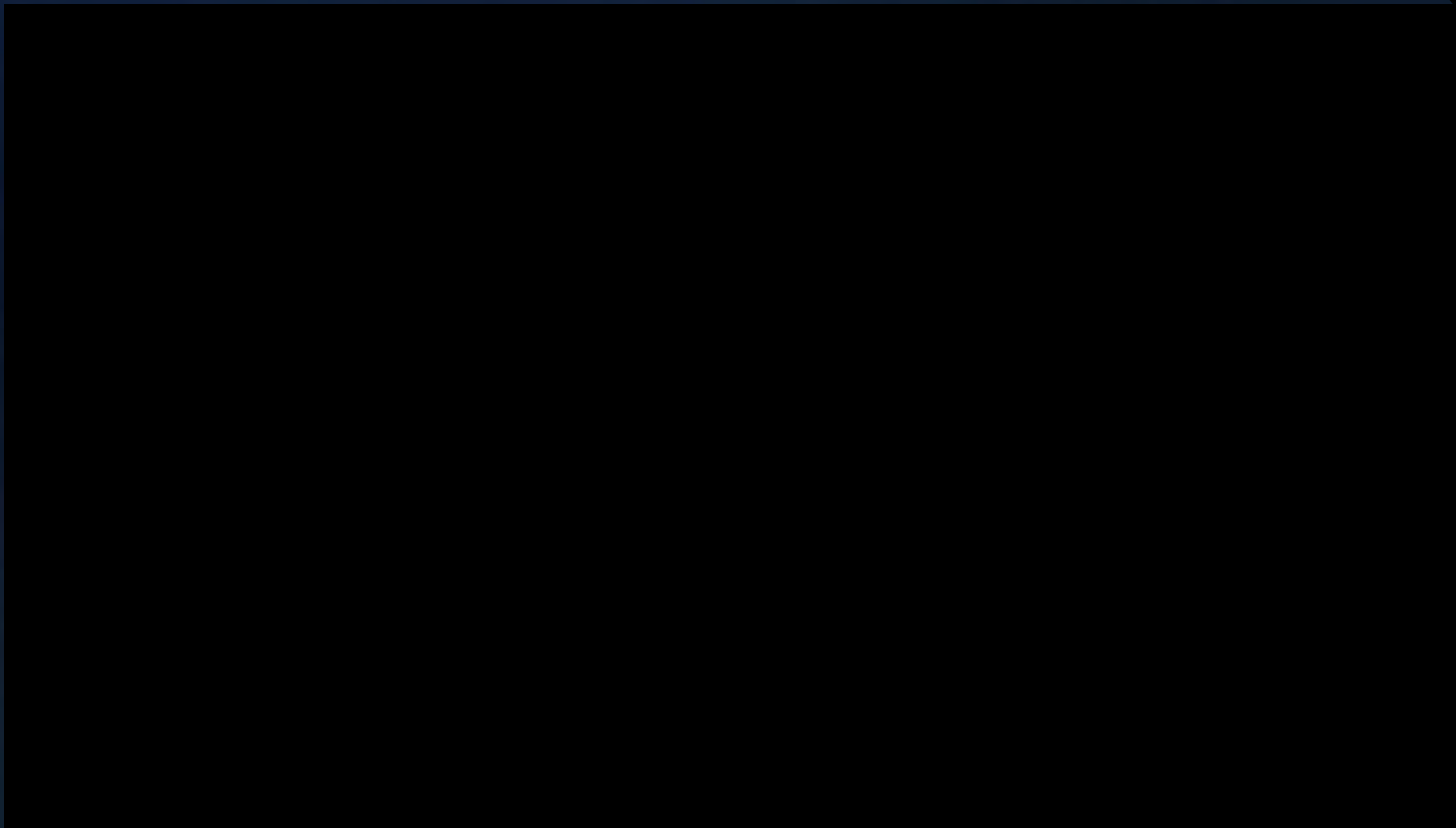
PROVE BY DOING

connect data, tools, vendors, services to make work, flow

DEMONSTRATE THE CREATIVE BENEFITS

of interoperability via 2030 Workflows

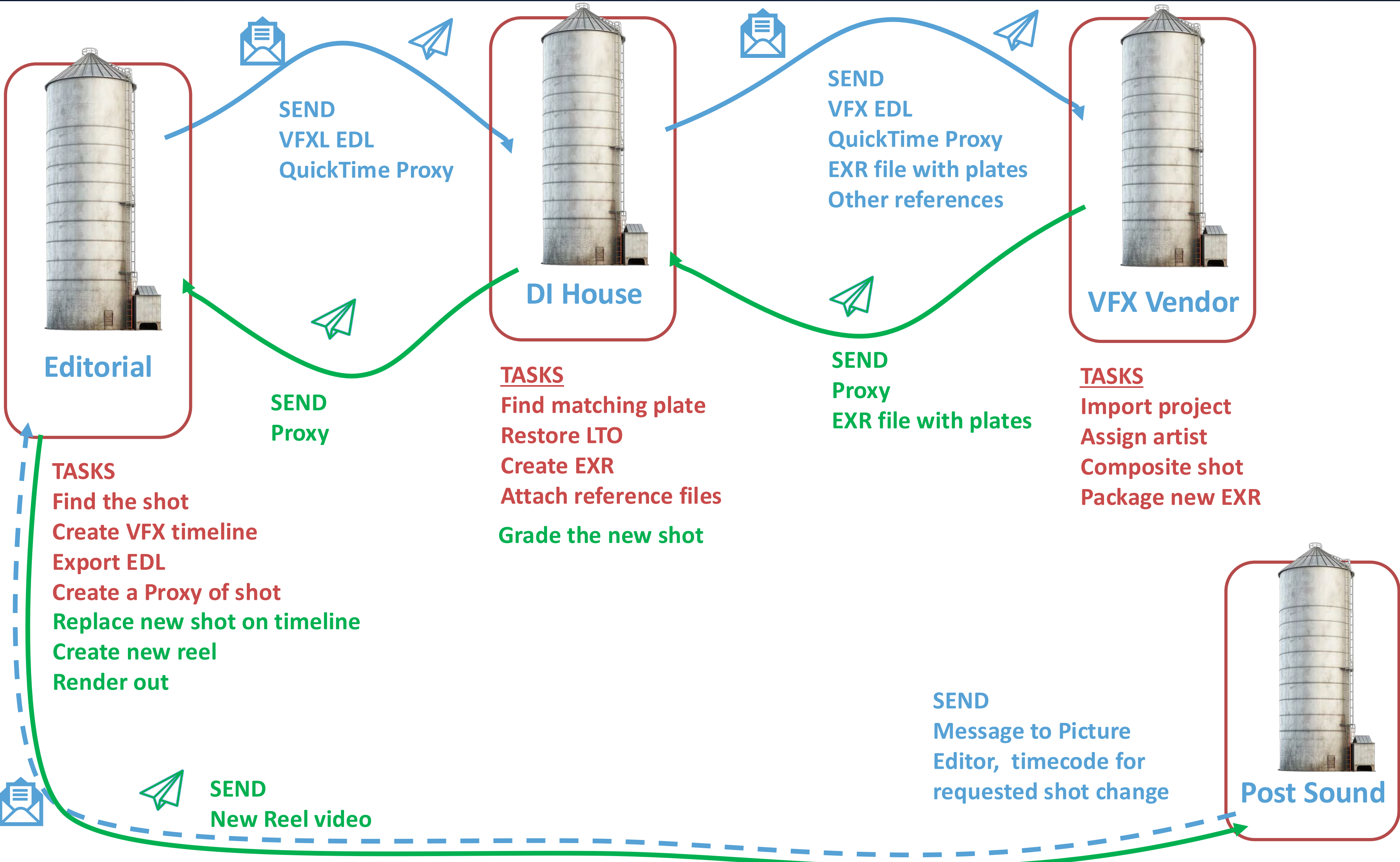




Live Without a Net:

*Using Common Messaging to Drive
Software-Defined Workflows*

EDITORIAL TURNOVERS AND SYNC ON ETC 'EUROPA'

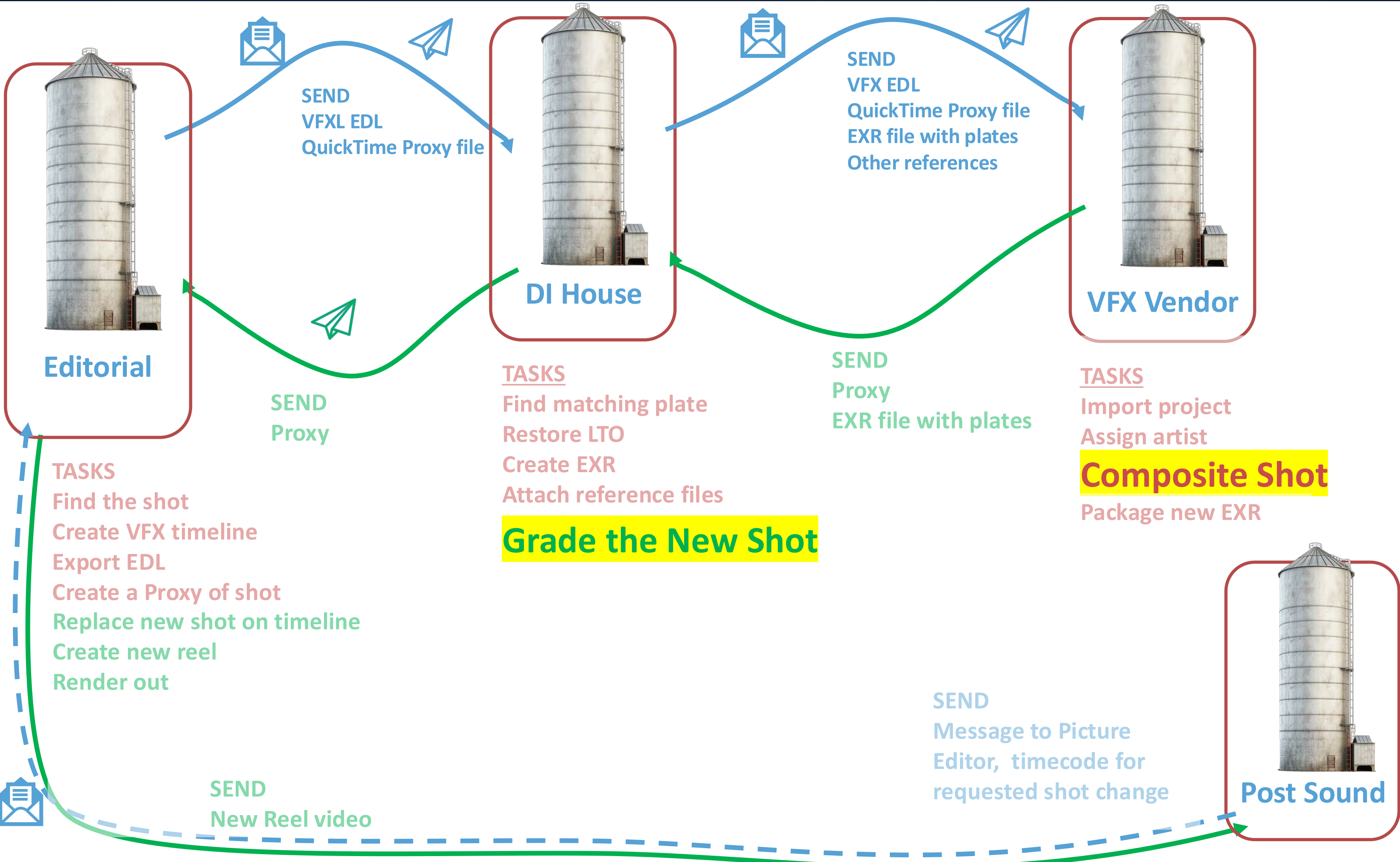


 **1-3 DAYS**



Audio Mix

EDITORIAL TURNOVERS AND SYNC ON ETC 'EUROPA'

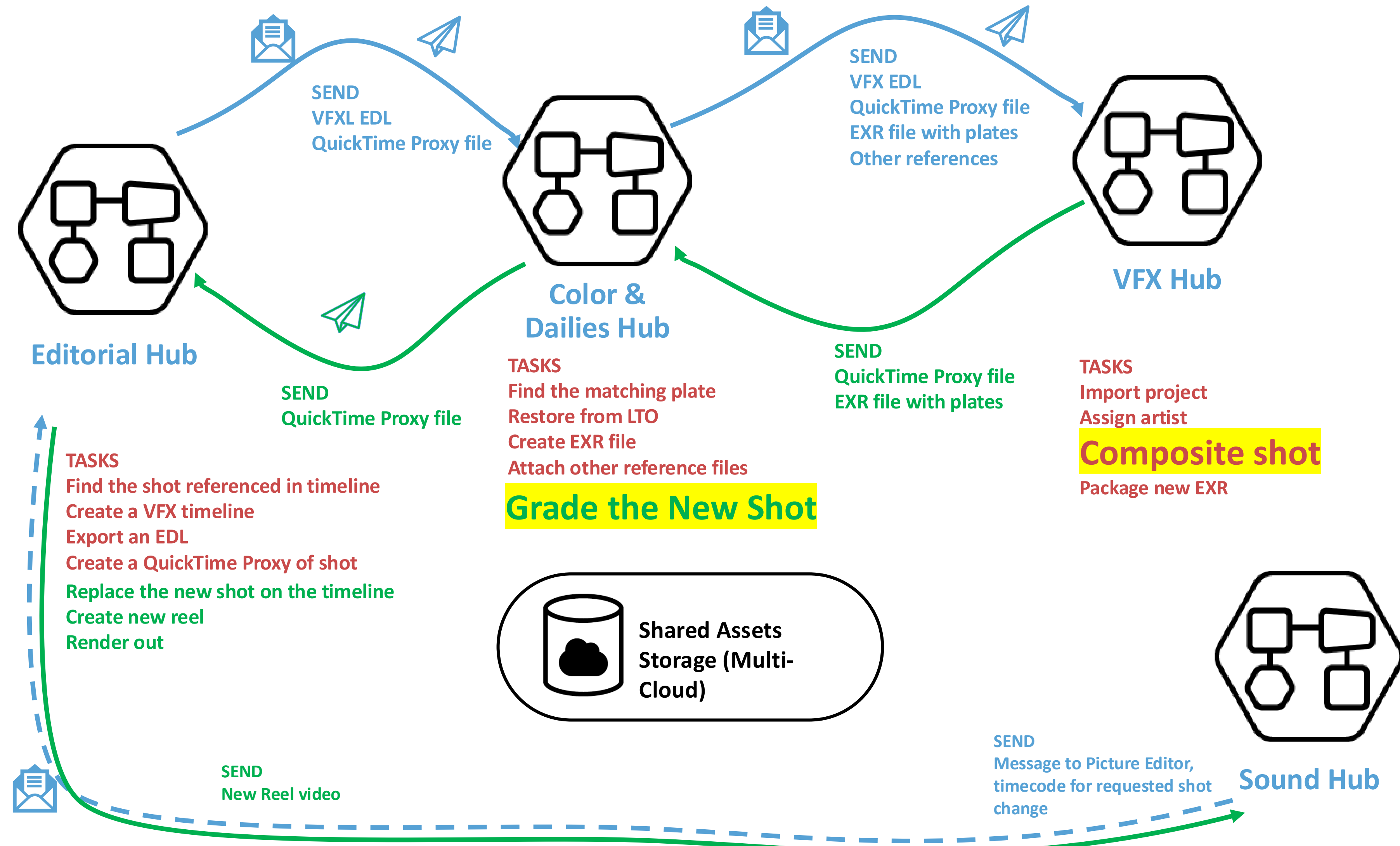


1-3 DAYS



Audio Mix

EDITORIAL TURNOVERS AND SYNC ON ETC 'EUROPA'



1-3 DAYS

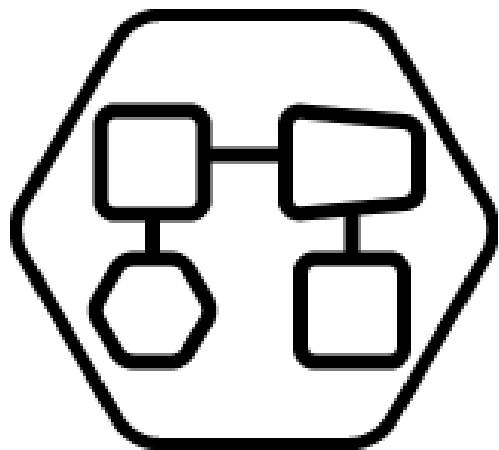


Audio Mix

EDITORIAL TURNS AND SYNC ON ETC 'EUROPA'

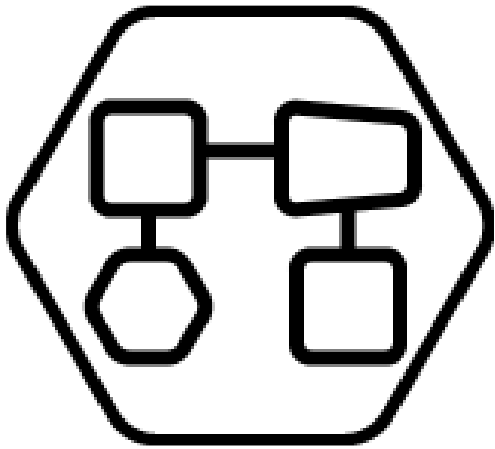


 ~~1-3 DAYS~~ **10Mins**



Editorial Hub

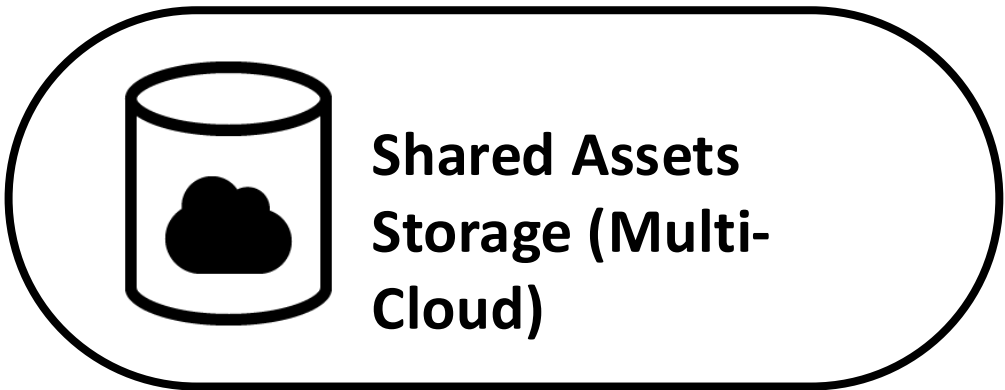
- TASKS
- ~~Find the shot referenced in timeline~~
 - ~~Create a VFX timeline~~
 - ~~Export an EDL~~
 - ~~Create a QuickTime Proxy of shot~~
 - Replace the new shot on the timeline
 - Create new reel
 - Render out



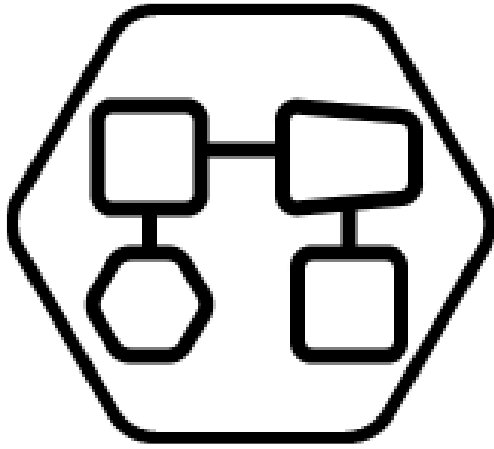
Color &
Dailies Hub

- TASKS
- ~~Find the matching plate~~
 - ~~Restore from LTO~~
 - ~~Create EXR file~~
 - ~~Attach other reference files~~

Grade the New Shot

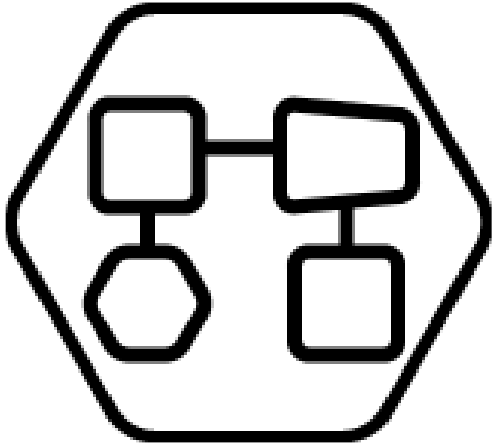


Shared Assets
Storage (Multi-
Cloud)



VFX Hub

- TASKS
- ~~Import project~~
 - ~~Assign artist~~
 - Composite shot**
 - ~~Package new EXR~~



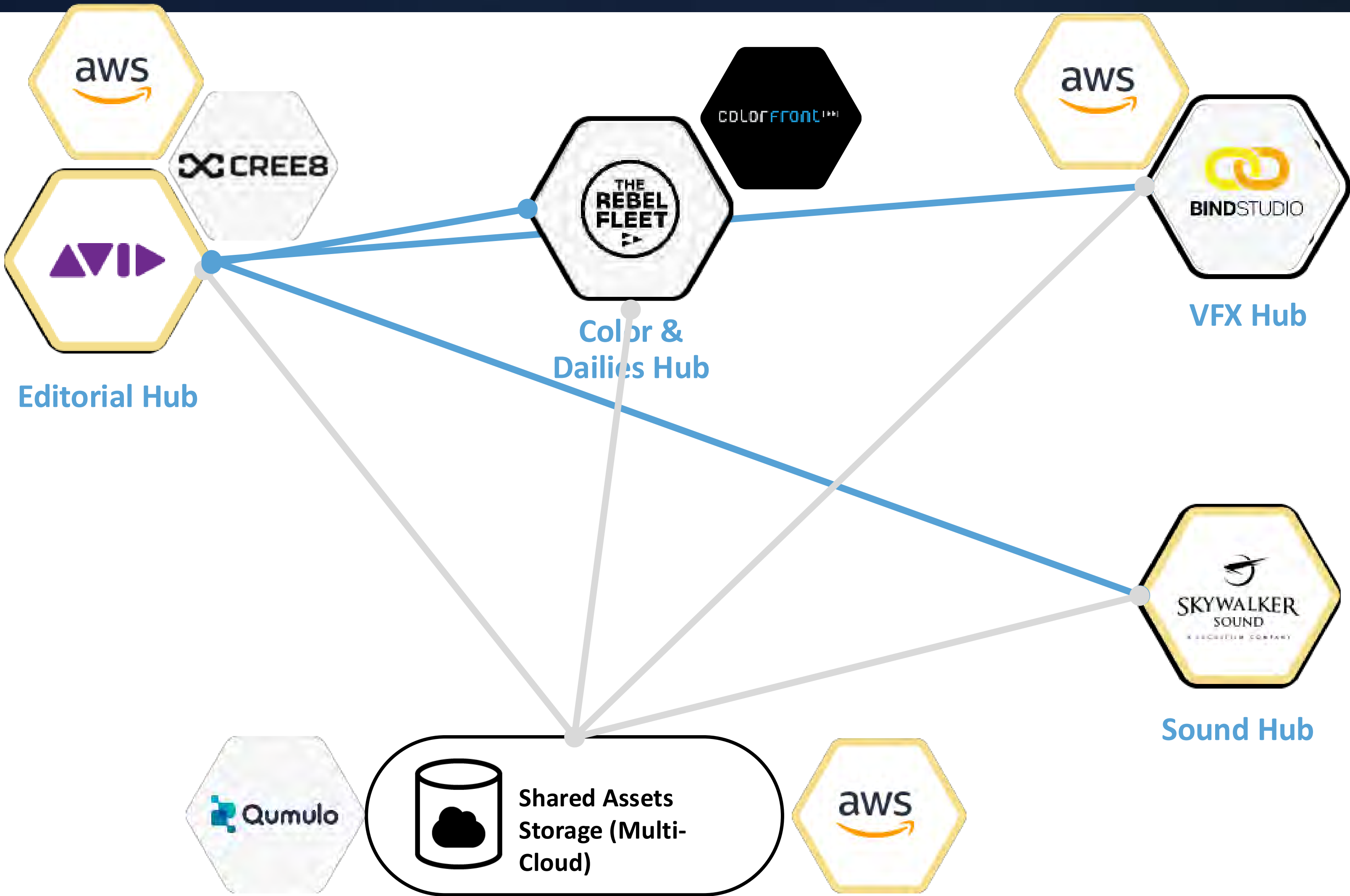
Sound Hub

SEND
Message to Picture Editor,
timecode for requested shot
change



Audio Mix

EDITORIAL TURNOVERS AND SYNC ON ETC 'EUROPA'



 ~~1-3 DAYS~~ **15 Mins**

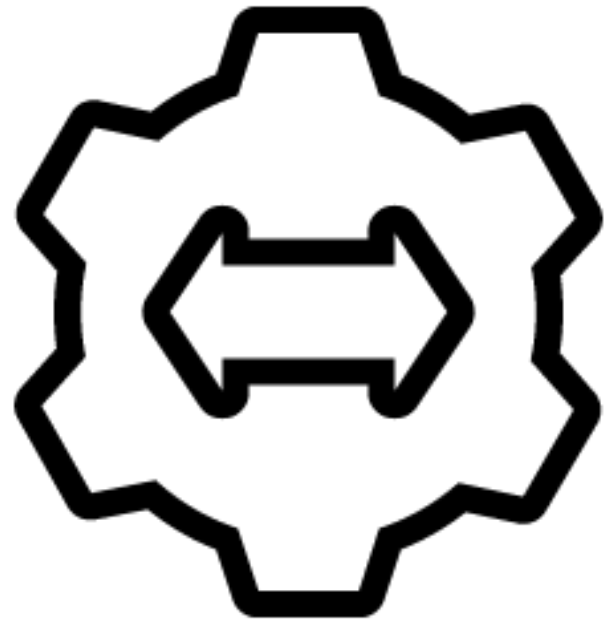


Audio Mix

What did we just see?

Jim Helman, MovieLabs CTO

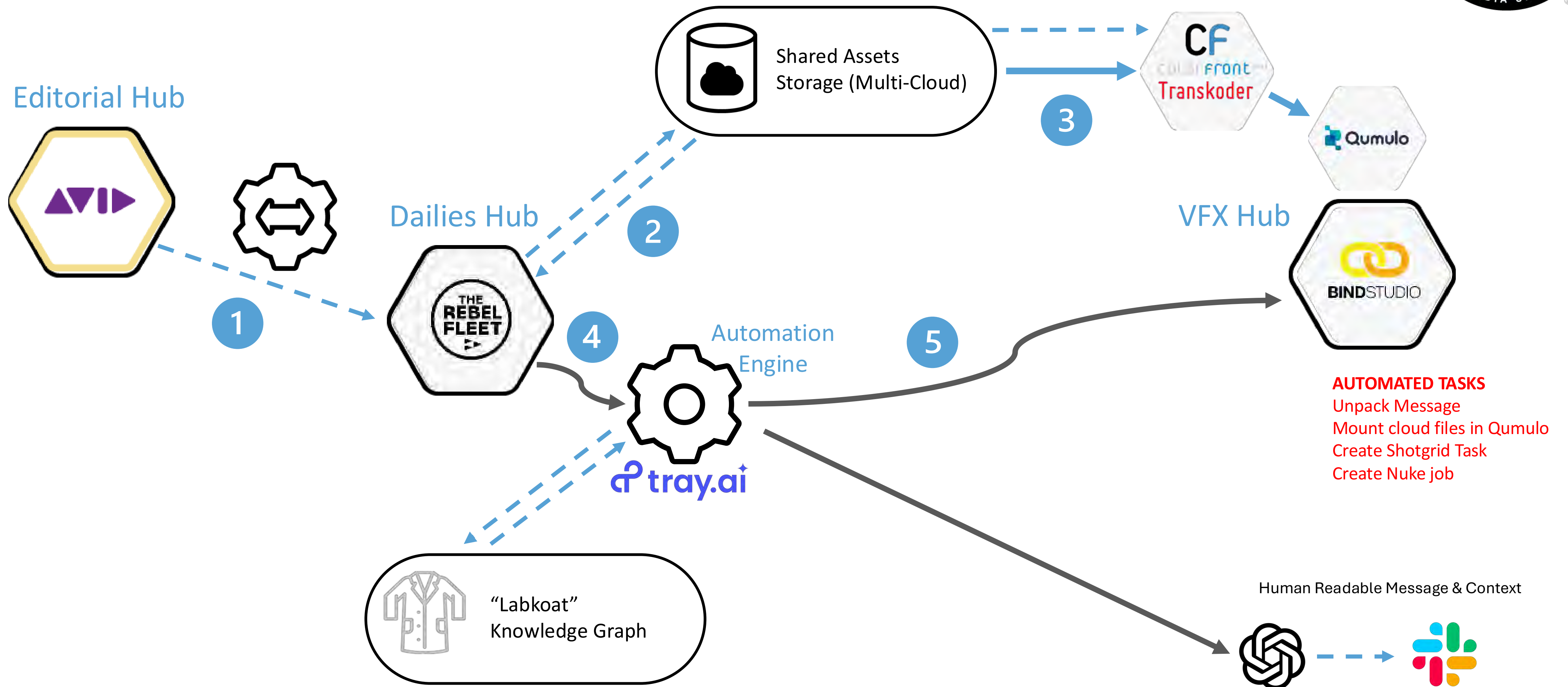
GET THE MESSAGE?



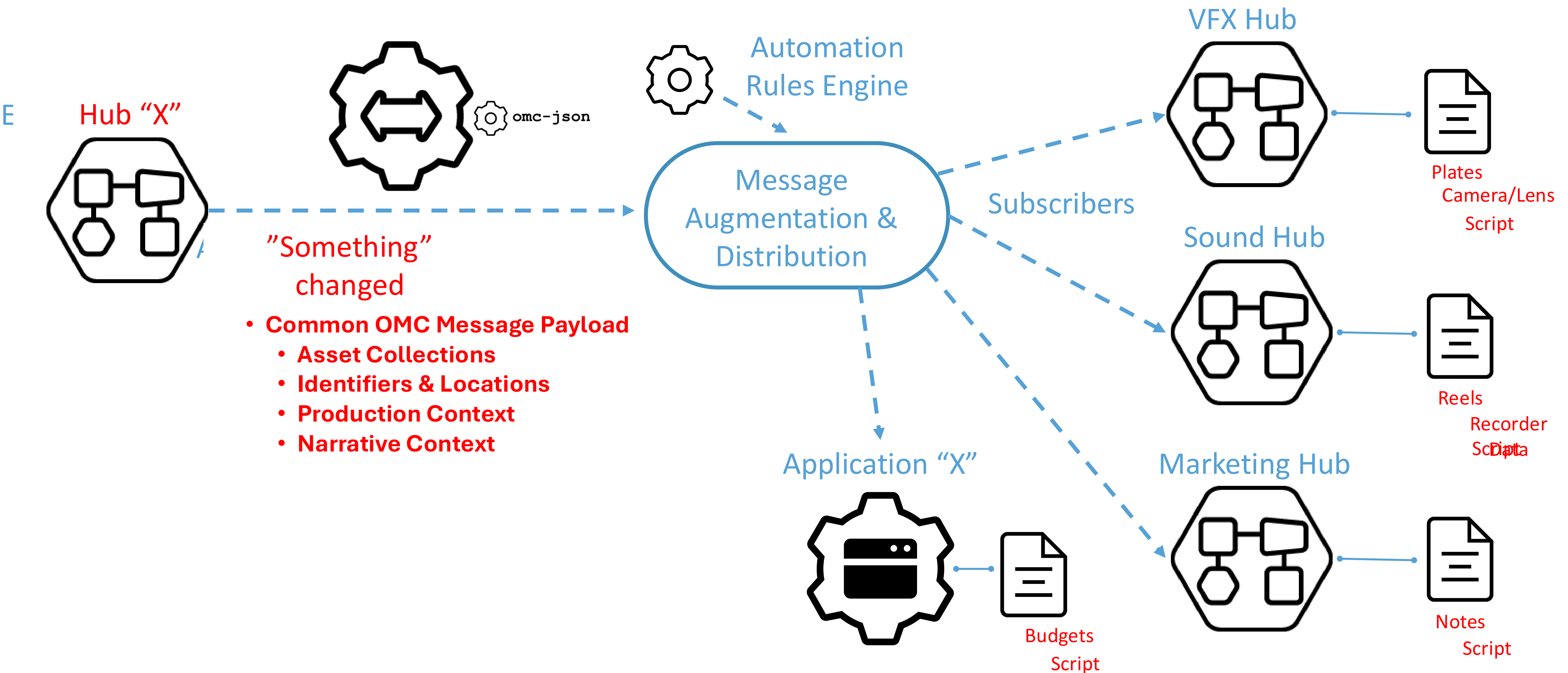
Interoperable System Messages

- 1) Non-Proprietary - Vendors, Applications and Systems Collaborating Exchanging Data Using OMC
- 2) Open Standard Message Payload – OMC-JSON
- 3) Common Point to Multi-Point Messaging Architecture

2030 VISION
movie labs
FOR MEDIA CREATION



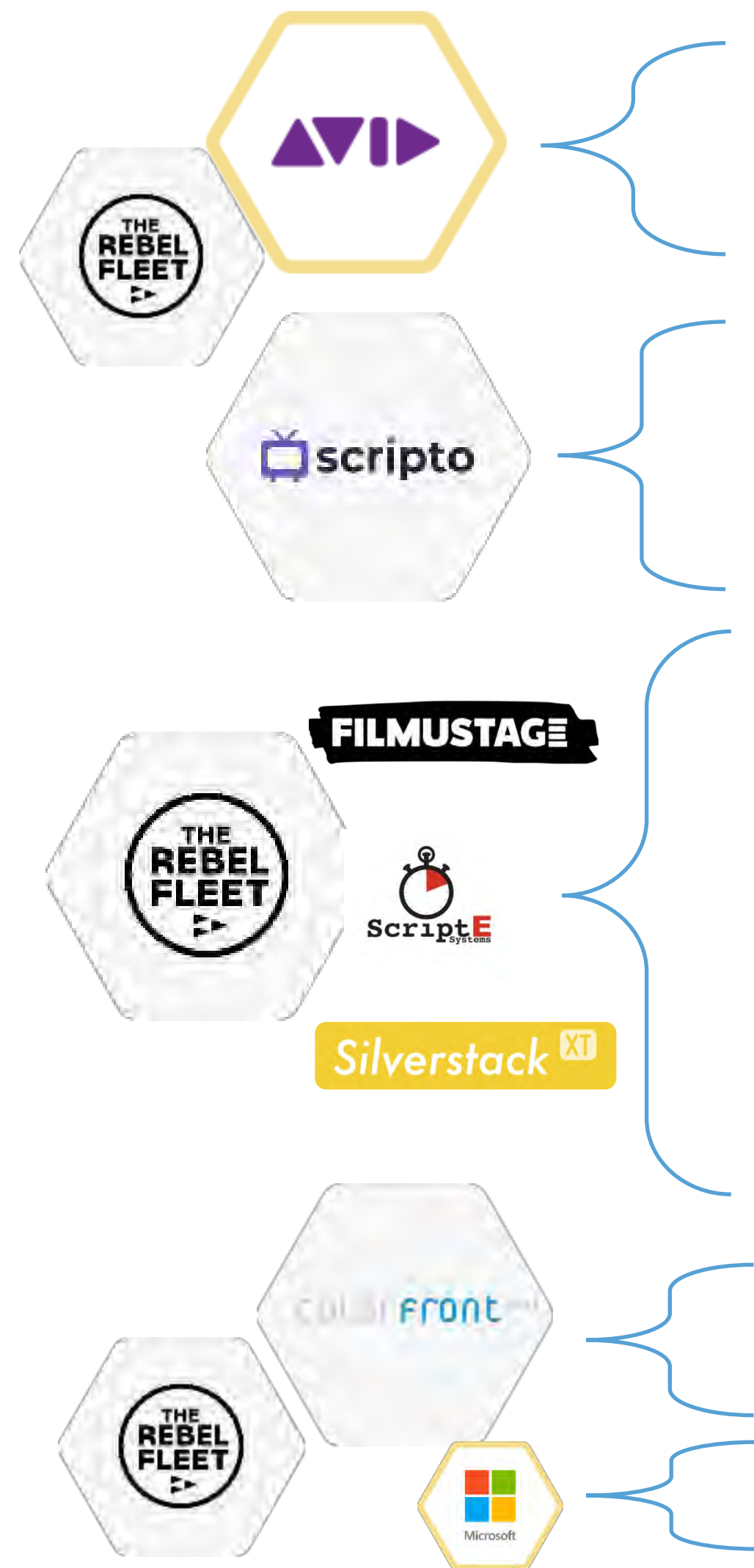
COMMON MESSAGES FOR PRODUCTION



RICH HUMAN MESSAGES



Optional Replacements



We have a new shot

— Turnover —

Collection: B018C008-Shot

Type: vfx.plate

Composition: B018C008-Plate

Timecode: 13:17:57:20 → 13:17:58:10

Frames: 1001 - 1020

FPS: 23.976 | **Handles:** 10

— Narrative —

Scene: 12

Description: In a dark cave, waves lap softly in the distance as Yvette's cracked helmet glows faintly. She...

Slugline: INT. / Day

Location: Cave

Characters: Ocean, Yvette

Wardrobe: Yvette Spacesuit

Sound: Sound of waves

— Production —

Production Scene: 12-H

Subject: REFLECTION --- 3 ACTORS, YVETTE WITH TROPHY

Scene Header: INT.DAY-INT.

Shoot Date: 2024-02-20

Shoot Day: 7

— Camera & Technical —

Camera: Main camera A

Lens: New Infrastructure

Camera Label: B

ISO: 3200EI

Shutter: 180 degrees

T-Stop: T3.5

Focal Length: 30mm - 95mm

Recording FPS: 24

— Slate —

Slate: 12H-2-B

Slate UID: 12H-2-B

Camera Unit: Main | **Roll:** B018CLTM

— Assets —

Plate: B018C008-Plate

Proxy: B018C009_240220C3.mxf, B018C010_240220ZL.mxf

Resolution: 8640px x 5760px

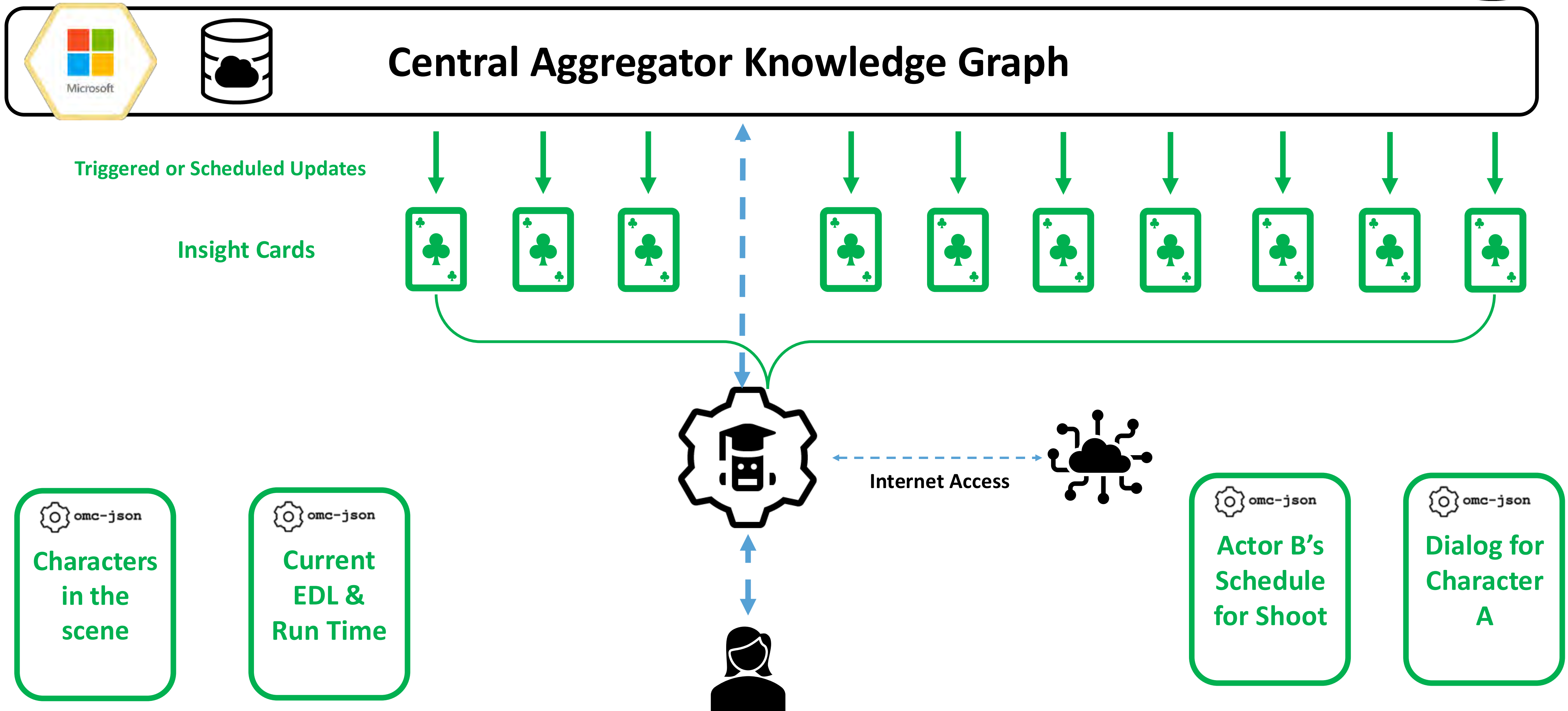
Type: proxy.editorial

— Identifiers —

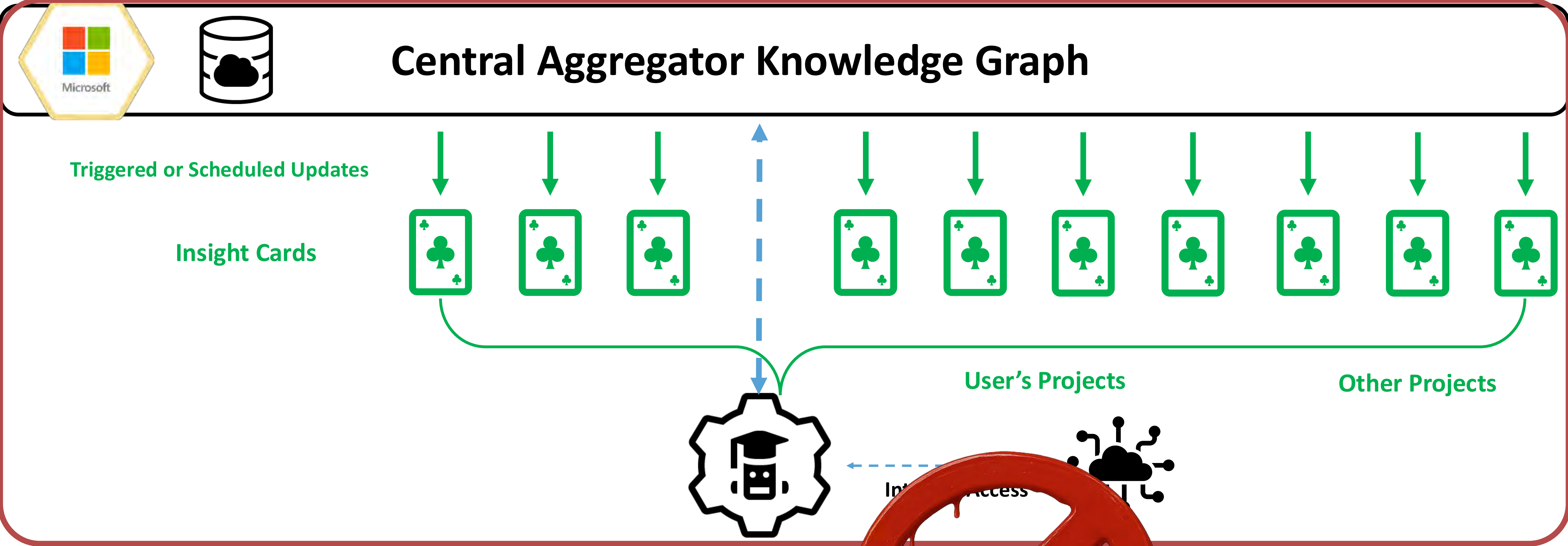
Collection: [Open Record](#)

Slate: [Open Record](#)

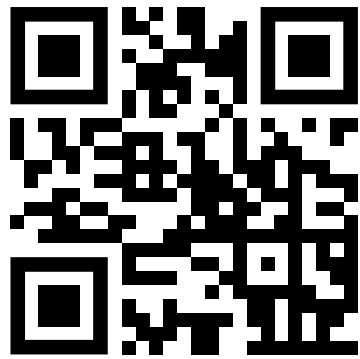
AI INSIGHTS IN CONTEXT – CREATING INSIGHT CARDS



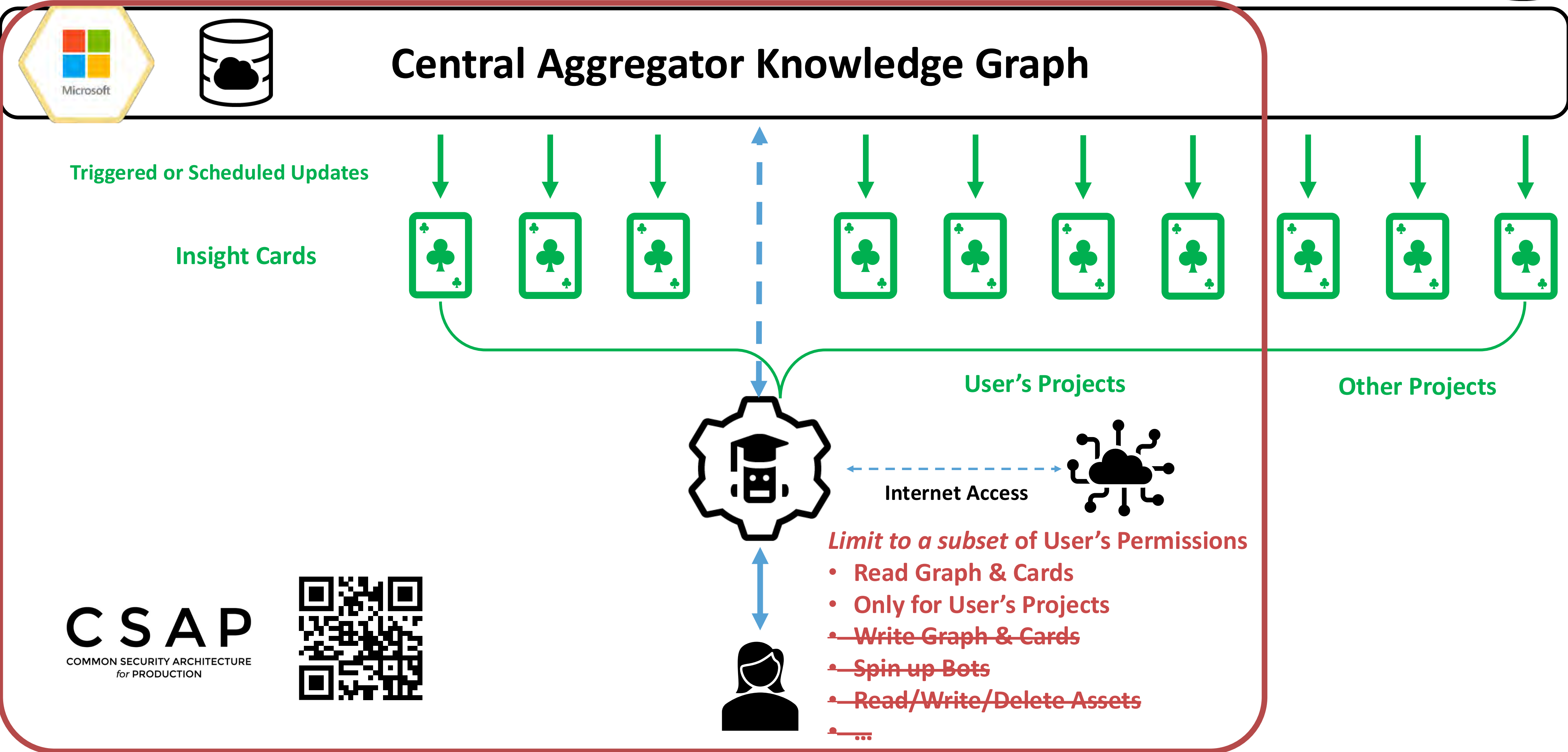
SECURITY

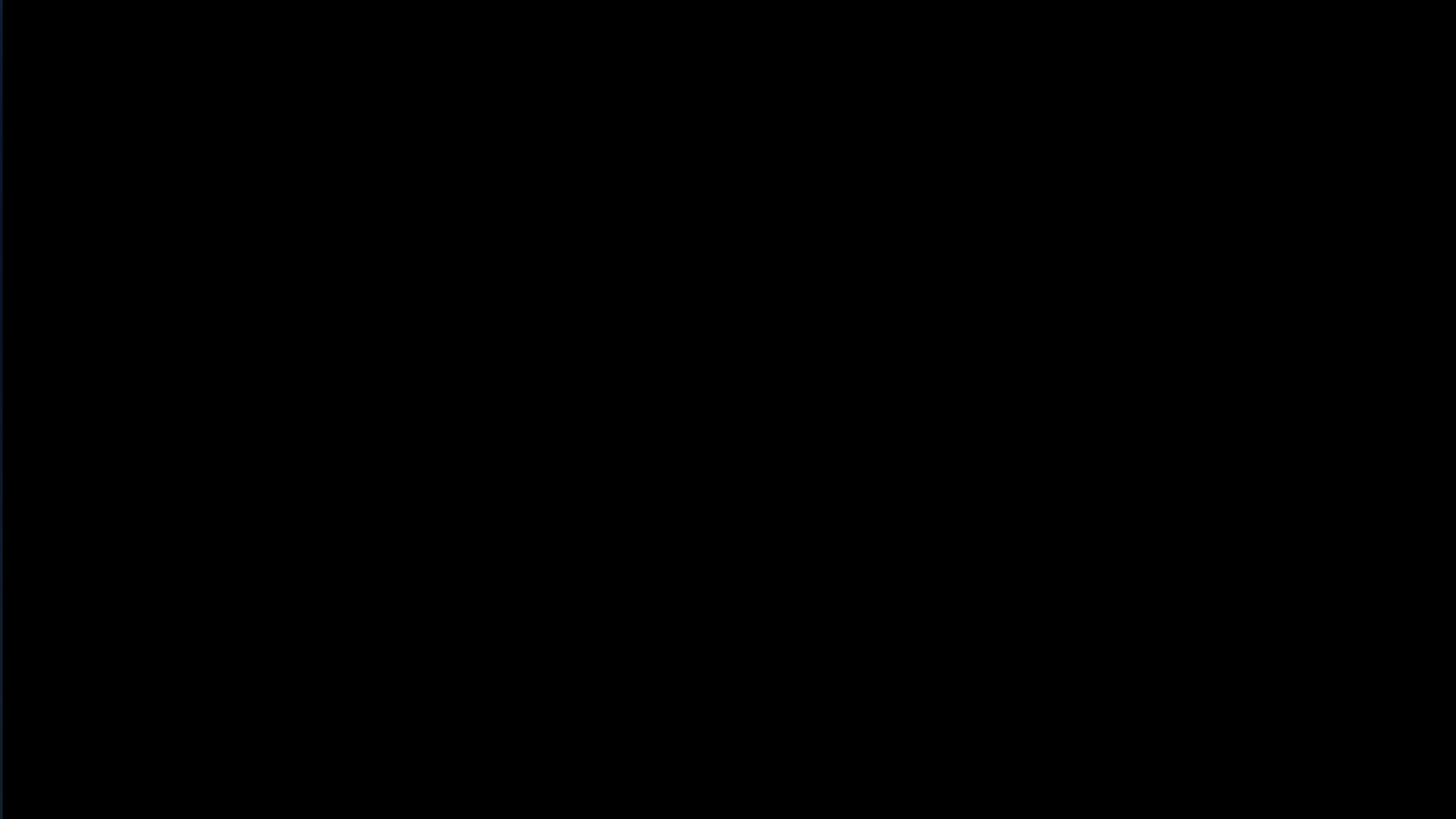


CSAP
COMMON SECURITY ARCHITECTURE
for PRODUCTION



The logo is a circular emblem. The outer ring is black with the text "2030 VISION" in white at the top and "FOR MEDIA CREATION" in white at the bottom. The center of the logo is a light blue circle containing the "movie labs" logo, which consists of a stylized white building icon and the text "movie labs" in a white sans-serif font.





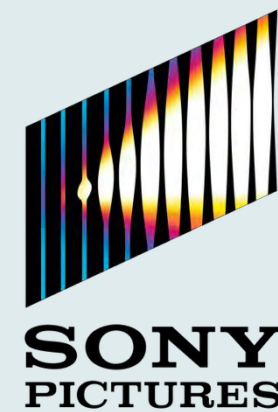


Peter Postma
Managing Director of
Americas

FilmLight



Stephen Shapiro
Director Post-Production
Technology



Scott Levine
Senior Product
Manager



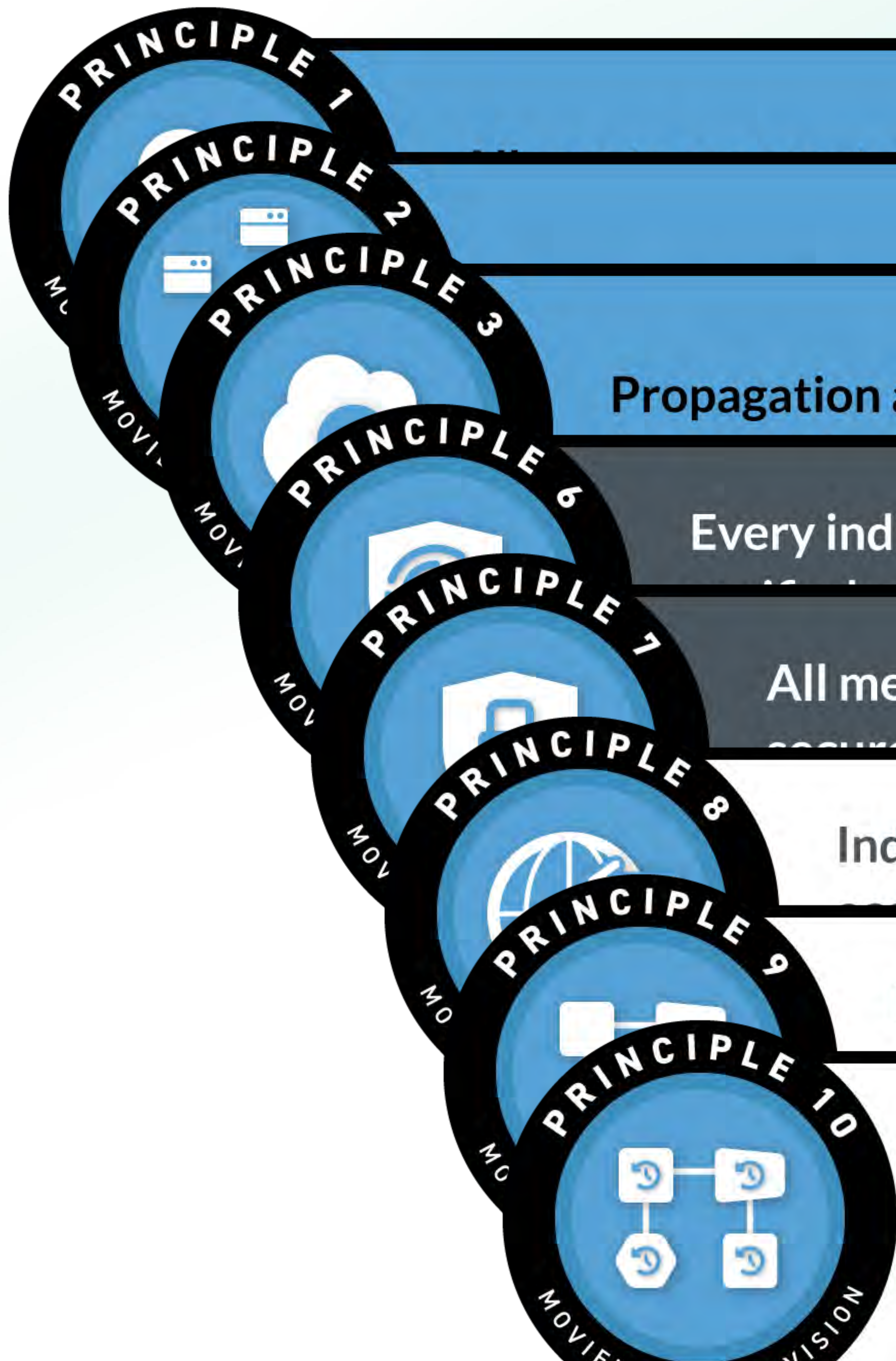
Matt Walters
VP, Motion Picture
Technology



Sid Jaiswal
Product Lead
Media Composer &
AVID NEXIS



In Conclusion...



Propagation and distribution of assets is a

Every individual on a project is identified and

All media creation happens in a highly
secure environment that adapts rapidly to

Individual media elements are referenced,

Media workflows are non-destructive and

Workflows are designed around real-time
iteration and feedback



Ontology for Media Creation



BINGO				
	18		53	
	23		55	
	24			62
5		43		65
			58	

Script & Pre-Production

Production Planning

On-Set

Dailies, Review & Approve

Post Production & VFX

GET INVOLVED

PRESSURE



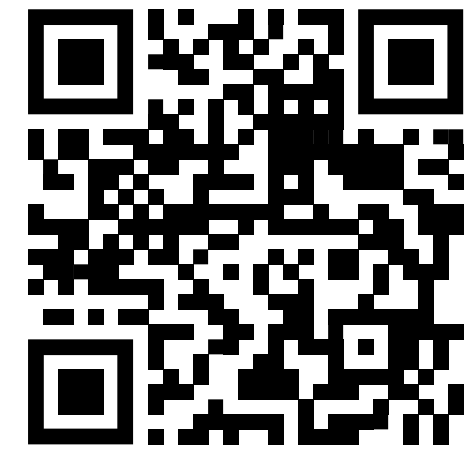
Join the MovieLabs Industry Forum!

Interop – Messaging & Payloads

OMC Drafting Groups

Workflow Defined Security & Zero Trust

movielabs.com/industryforum



Implement the OMC for interop in your workflows and apps

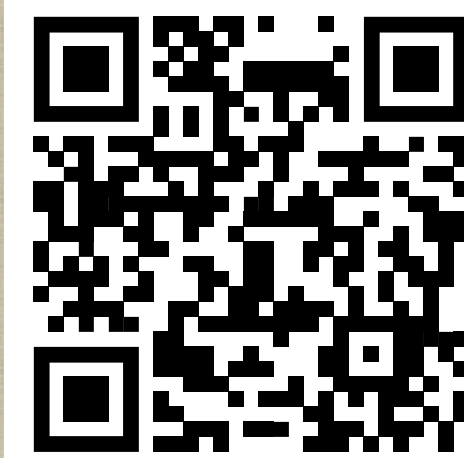
Developer Tools:

mc.movielabs.com



Join MovieLabs 2030 Greenlight program to experiment in interoperable workflows

movielabs.com/2030greenlight



YOUR INDUSTRY NEEDS YOU





One More Thing...



Join the MovieLabs Industry Forum!

Interop – Messaging & Payloads

OMC Drafting Groups

Workflow Defined Security & Zero Trust

movielabs.com/industryforum

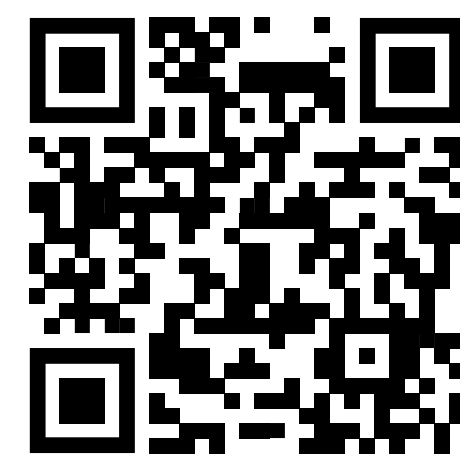
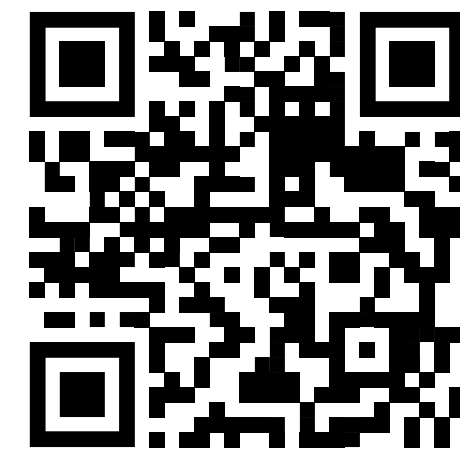
Implement the OMC for interop in your workflows and apps

Developer Tools:

mc.movielabs.com

Join MovieLabs 2030 Greenlight program to experiment in interoperable workflows

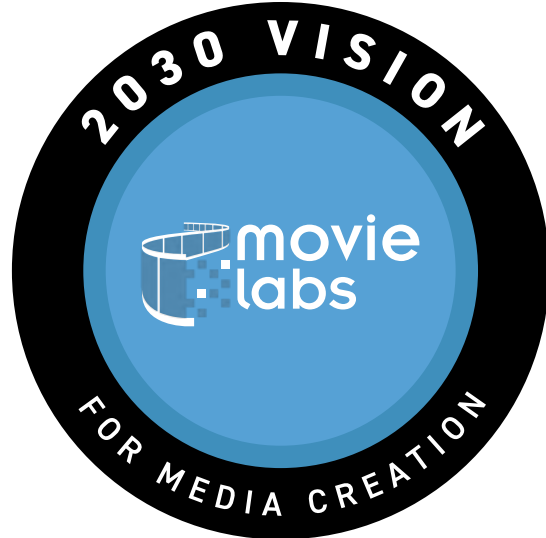
movielabs.com/2030greenlight

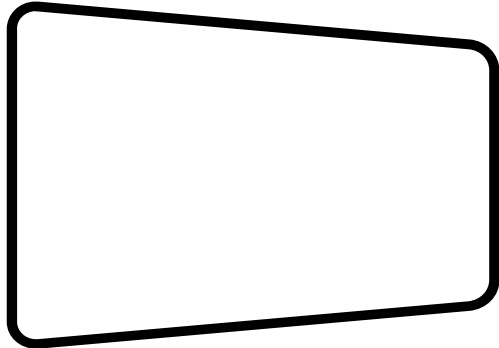
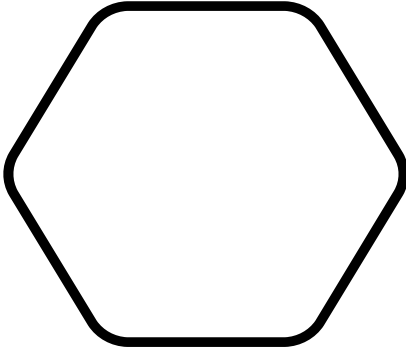
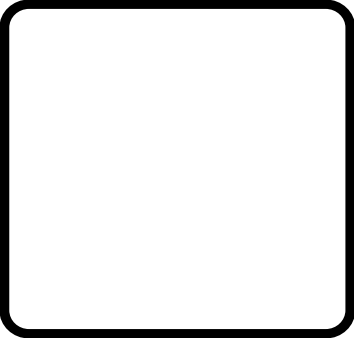
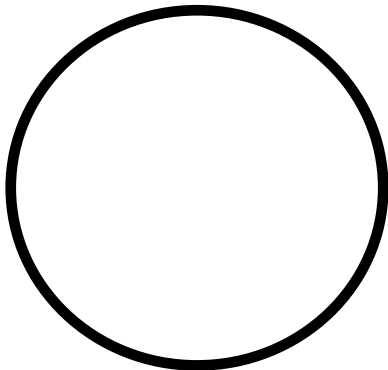


YOUR INDUSTRY NEEDS YOU



OMC ONTOLOGY for MEDIA CREATION



TASK	PARTICIPANT	ASSET	CONTEXT	RELATIONSHIP
				
Write Script Previsualize Create Set Shoot Create Dailies Create VFX	WHAT THEY ARE Person Organization Service WHAT THEY DO Director Actor Art Department	WHAT THEY ARE Image, Video, Audio, Data, Physical Thing WHAT THEY DO Concept Art, Storyboard, Shot	NARRATIVE Scene, Location, Character, Prop PRODUCTION Scene, Location, Prop, Depiction, Slate, Shot	Produced By asset to task Performed By task to participant Portrayed By character to participant Depicted By prop to asset

CONSISTENT & RELIABLE COMMUNICATIONS, GROUNDED IN COMMON LANGUAGE (Human, Visual + Machine)