

VIRTUAL MOVIE MAKING

The next-generation of production is here now



Prizes



AMD FirePro V5900



HP Elite L2001x



Two subscriptions to TechWatch

Prizes and Gifts

Thanks for coming, everyone will receive:



For a review copy of Autodesk 3ds Max
3D contact:

Brittany Bonhomme

Public Relations Manager

Direct 416 874-8798

Mobile 416 317-3938



A copy of NewTek's
LightWave 10



A copy of
Smith Micro's Poser

And other stuff

Jon Peddie Research



Focus and emphasis on Digital Technology, Multi Media, and Graphics



Consulting and market research - Advisor to industry leaders and financiers



Bi-weekly report, various Digital Technology Market Studies



Product testing and benchmarking



• *The Business of Multimedia and Graphics*

Agenda – Virtual Movie Making



On What do you visualize the virtual movie?

- (A workstation, a tablet, a phone, ...)



Where is the rendering load going to be handled?

- (software, GPU, CPU, hybrid, cloud - you may be surprised)



When does CG replace live actors?

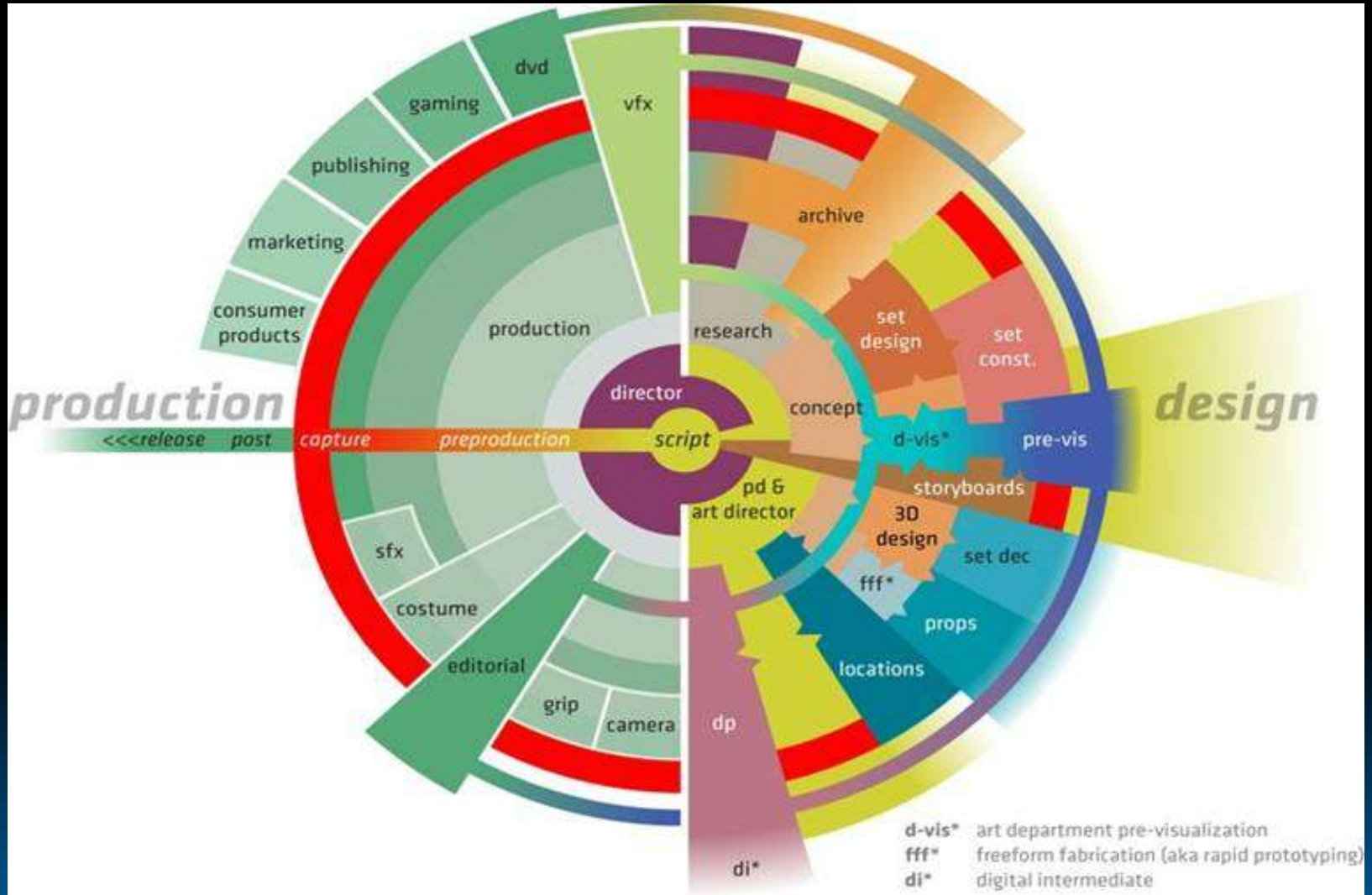
- (All actors, or just stand-ins and secondary?)



How will the scene models be made

- (From scratch, point-cloud scans, photo simulation,...)

The Production Pipeline



On What do You Visualize the Virtual Movie?



On a workstation



In the screening room



On a laptop

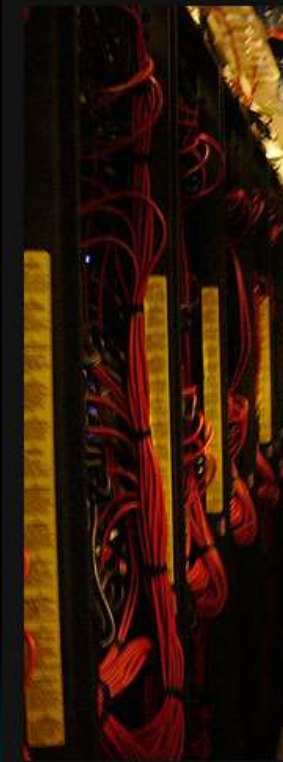


On a tablet



Or on specialized equipment

Where is the Rendering Load Going to be handled?



Pixar's Render Farm
By the twilight kid ★ Favorite



your closet
at home?

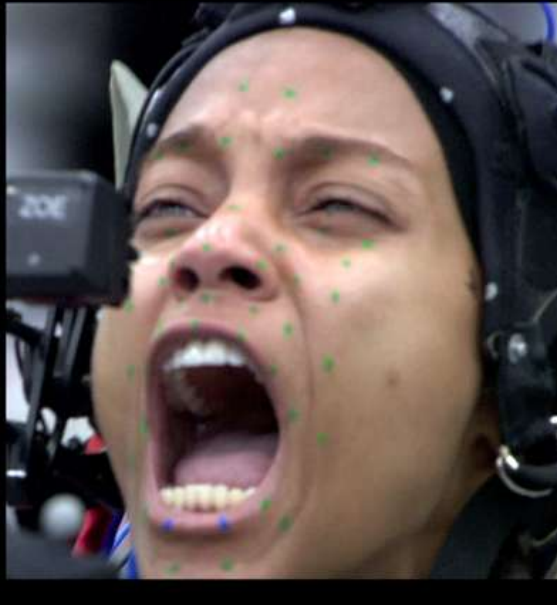
Anywhere, everywhere, nowhere?

When does CG replace live actors?

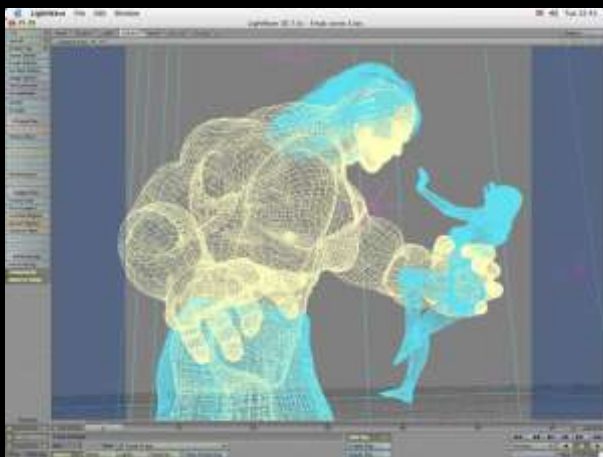
By 2015 all characters in the movies will be synthesized

*Jon Peddie 2008,
Renaissance Conference,
Charlestown*

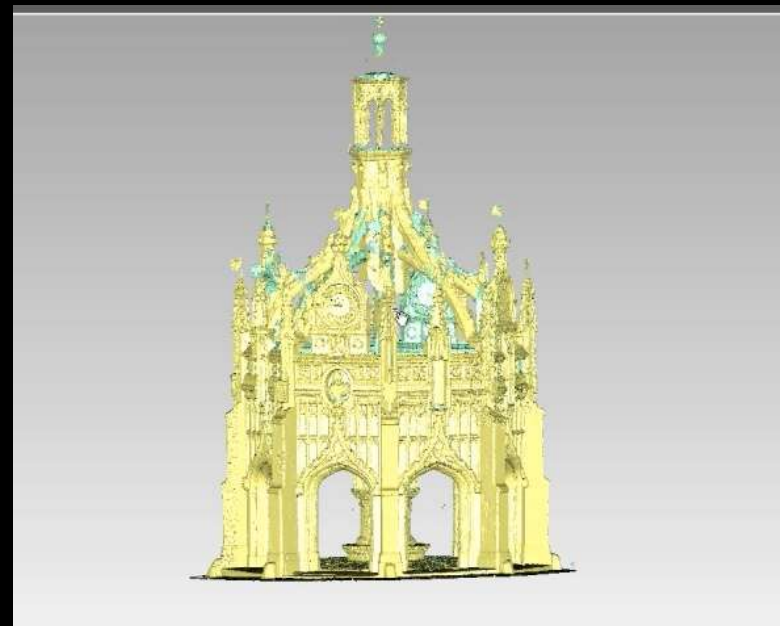
...and where do they live?



How will the scene models be made



In 3DS Max



Or scanned?



In the set

The Panel



Brian Pohl
Autodesk



Ping Fu
Geomagic



Darin Grant
DreamWorks
Animation



Steve Cooper
Smith Micro



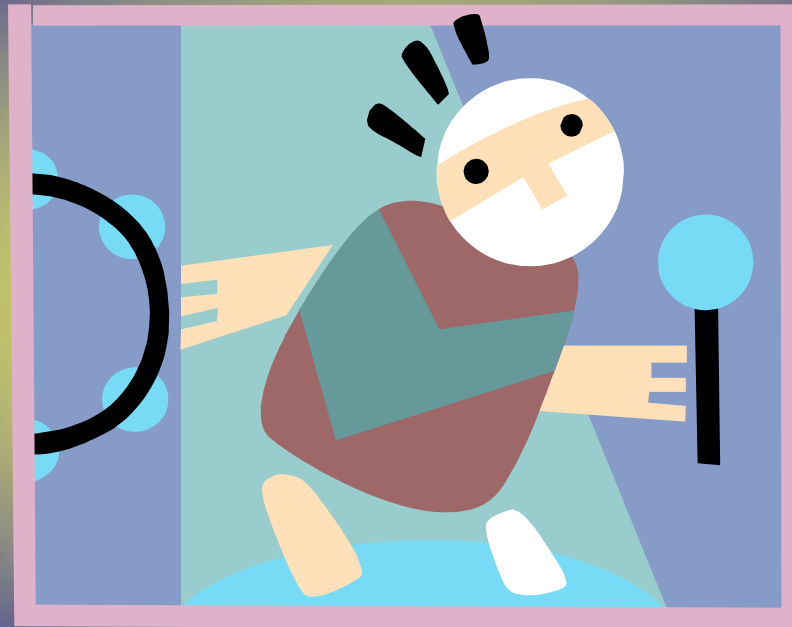
Rob Powers
Newtek



Thanks folks - see you in Hong Kong



Thank you



Chasing pixels – *finding gems*

Jon@jonpeddie.com