

HITS | **SPRING** |

**HOLLYWOOD INNOVATION &
TRANSFORMATION SUMMIT**

Presented by

AMAZON STUDIOS
TECHNOLOGY

**Perfect VAD Asset
Workflow (and why
nobody is doing that)**



Ihar Heneralau
Chief Executive
Officer, ICVR



ICVR

ABOUT ICVR

ICVR is creative technology & content studio that specializes in game engines.

Our team of 100+ people is built with veterans from the gaming, software development, and animation industries.

WE BELIEVE THAT ENGINEERING EMPOWERS CREATIVES

and creatives drive engineers to innovate.

Originally founded as a VR & AR gaming studio, ICVR's expertise has grown to include other emerging technology such as Digital Humans, photorealistic photogrammetry asset creation, real-time virtual production in Unreal Engine, back-end, networking, and more.

This breadth of expertise allows us to perform full-cycle development in-house, and work efficiently between our different branches.








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PAST PROJECTS

OUR PARTNERS

	PERFORCE
	MESA
	





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DEVELOPMENT / PRE-PRODUCTION

PRODUCTION

POST - PRODUCTION





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Terrain - Unreal Engine
Atmosphere - Unreal Engine
Lighting - Unreal Engine



Photogrammetry

OTHER TOOLS USED

Quixel Megascans

Quixel Mixer

Brushify

SpeedTree

UE Marketplace

... etc

Walls:
Houdini
Substance



Fire: Unreal Engine



Decals:
Photoshop
Substance Painter



Wooden Beams:
Maya
Substance





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OTHER TOOLS USED

Quixel Megascans
Quixel Mixer
Brushify
SpeedTree
UE Marketplace
... etc

Walls:
Houdini
Substance



VFX: Fire, Smoke etc
Unreal Engine Niagara VFX



Decals:
Photoshop
Substance Painter



Wooden Beams:
Maya
Substance



Photogrammetry

Distant Meshes - Blender



Terrain - Unreal Engine
Atmosphere - Unreal Engine
Lighting - Unreal Engine
Fog, wind - Custom Blueprints:
Foliage accurate wind - Pivot Painter
Large Object - Nanite



Floor: Quixel Mixer

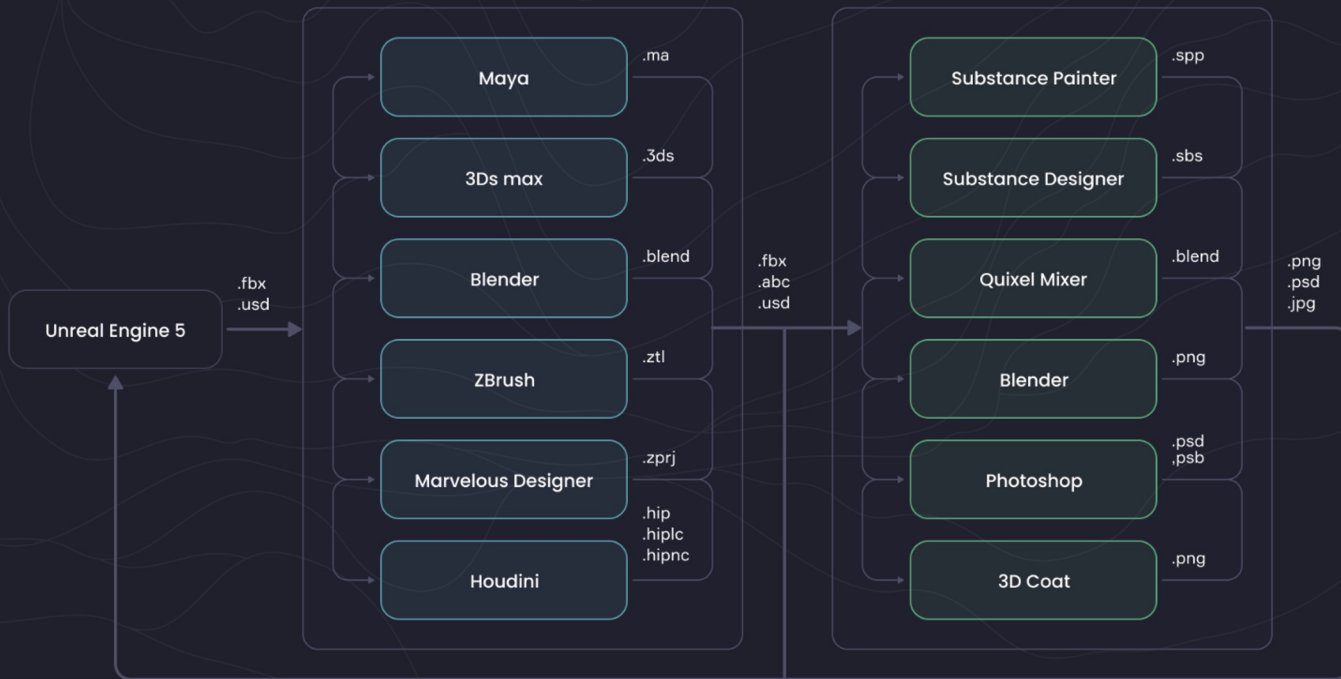


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VAD PIPELINE

MODELING/SIMULATING/
RIGGING/ANIMATION/VFX

TEXTURING



- Automate workflows
- Source control & publishing integration at every step
- Asset & Shot journey in/out of UE
- Eliminate bottlenecks that kill efficiency

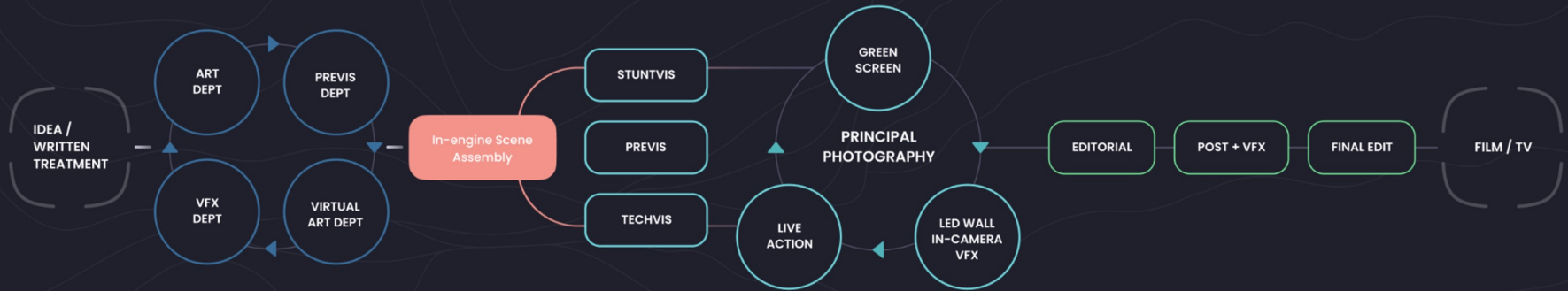


ICVR BUT NOBODY IS WORKING IN VACUUM

DEVELOPMENT / PRE-PRODUCTION

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POST - PRODUCTION



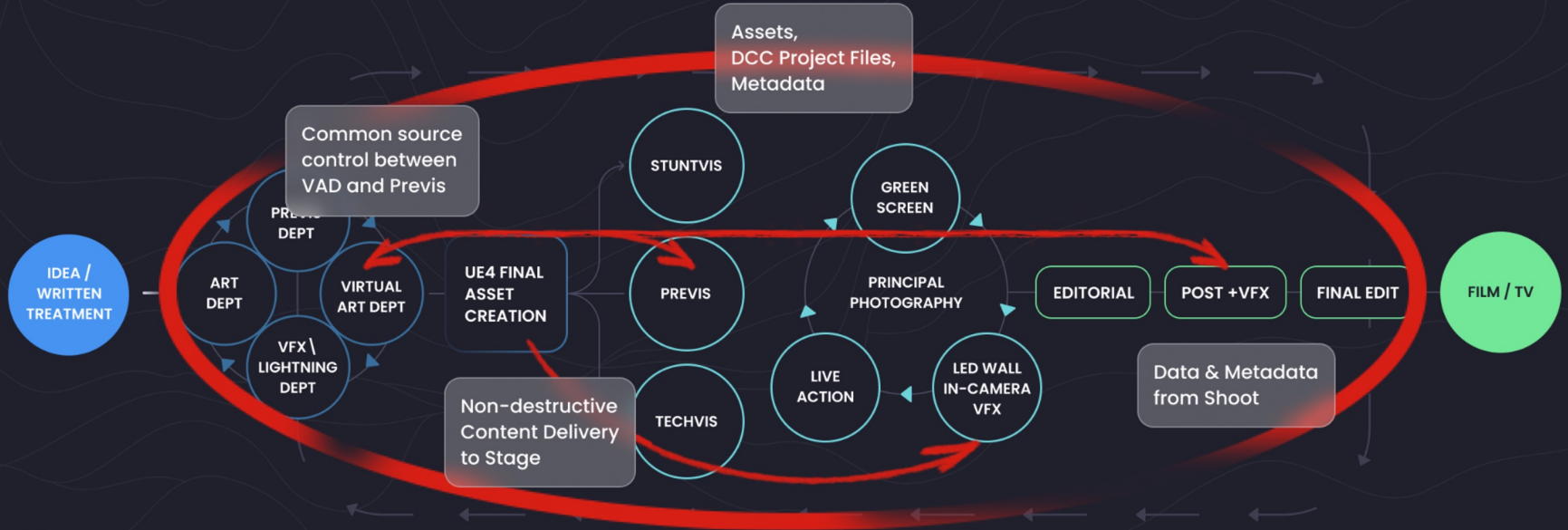


ICVR COLLABORATION IS KEY

DEVELOPMENT / PRE-PRODUCTION

PRODUCTION

POST - PRODUCTION





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DEVELOPMENT / PRE-PRODUCTION

PRODUCTION

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DEVELOPMENT / PRE-PRODUCTION

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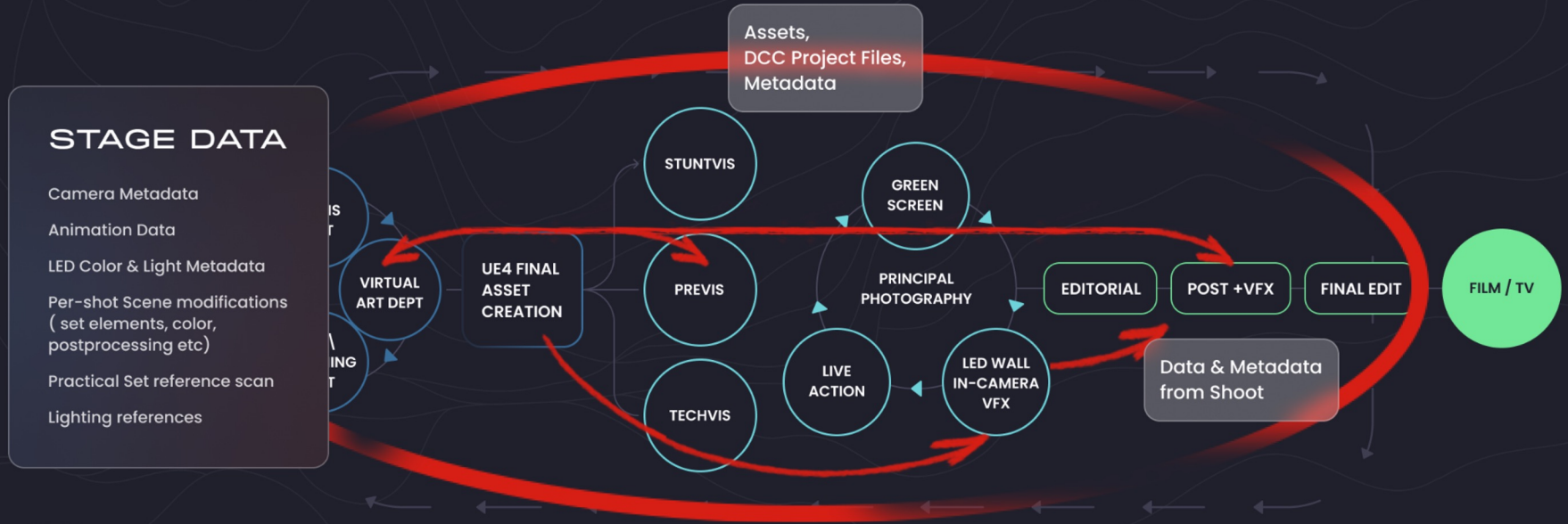


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DEVELOPMENT / PRE-PRODUCTION

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WHAT ARE WE
ACTUALLY DOING?

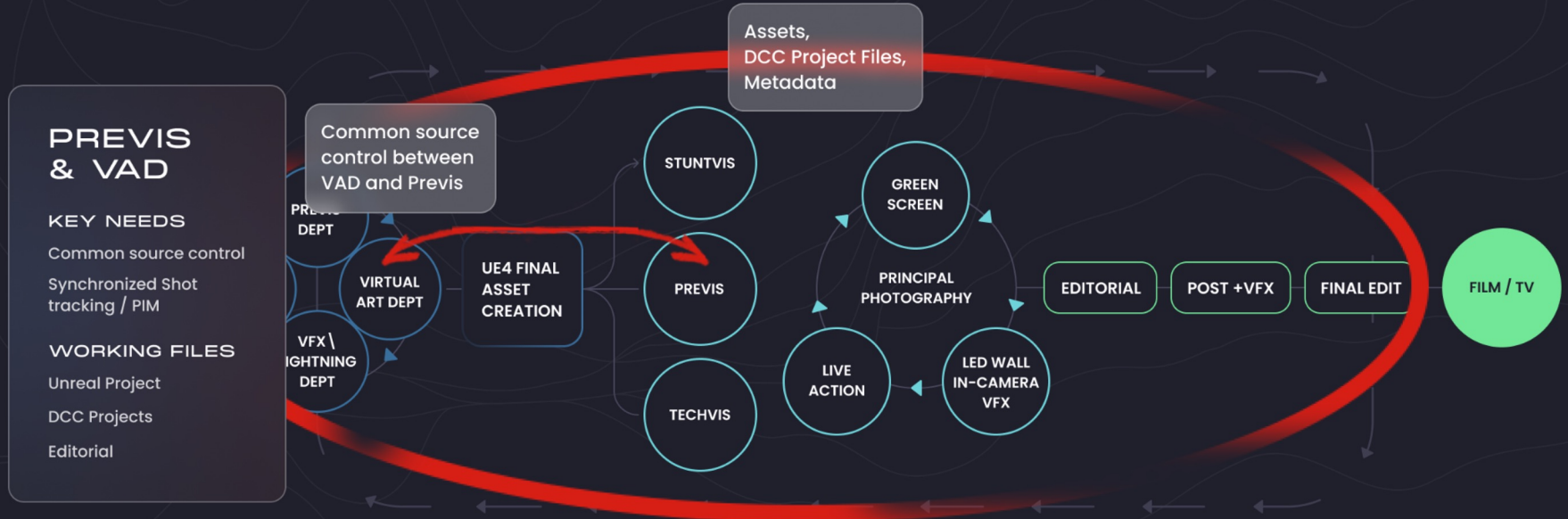


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DEVELOPMENT / PRE-PRODUCTION

PRODUCTION

POST - PRODUCTION





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DEVELOPMENT / PRE-PRODUCTION

PRODUCTION

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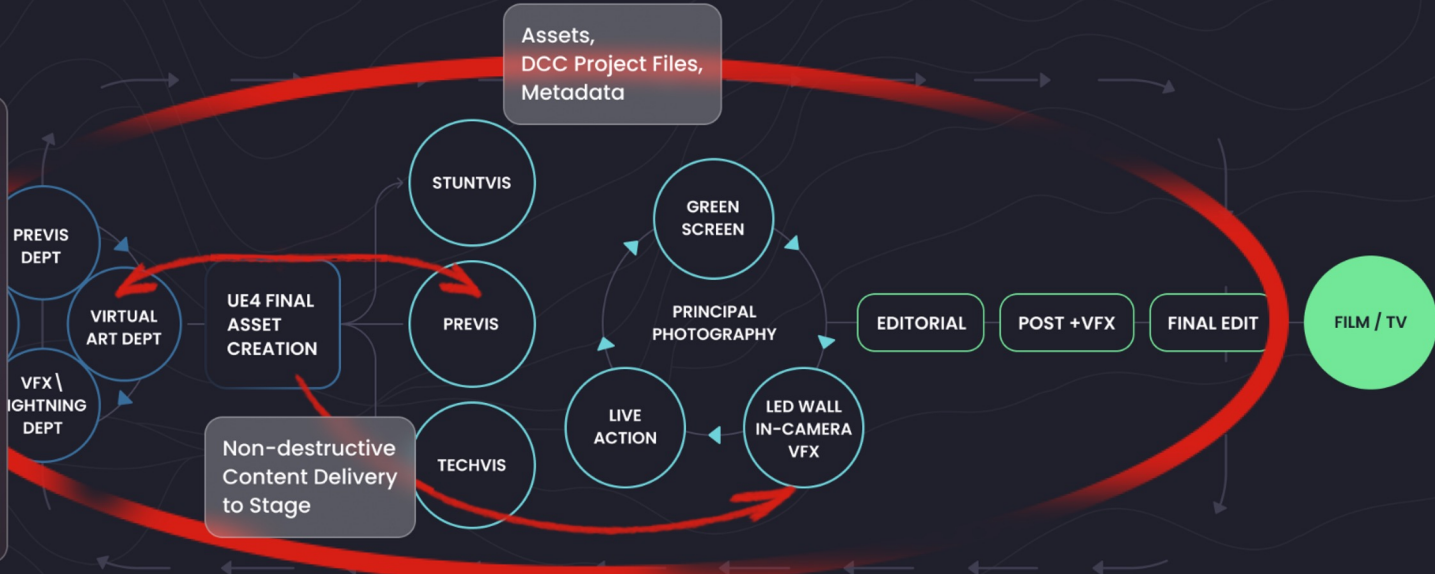
STAGE DELIVERY

KEY NEEDS

Common source control
Synchronized Shot tracking / PIM

WORKING FILES

Unreal Project
DCC Projects
Editorial



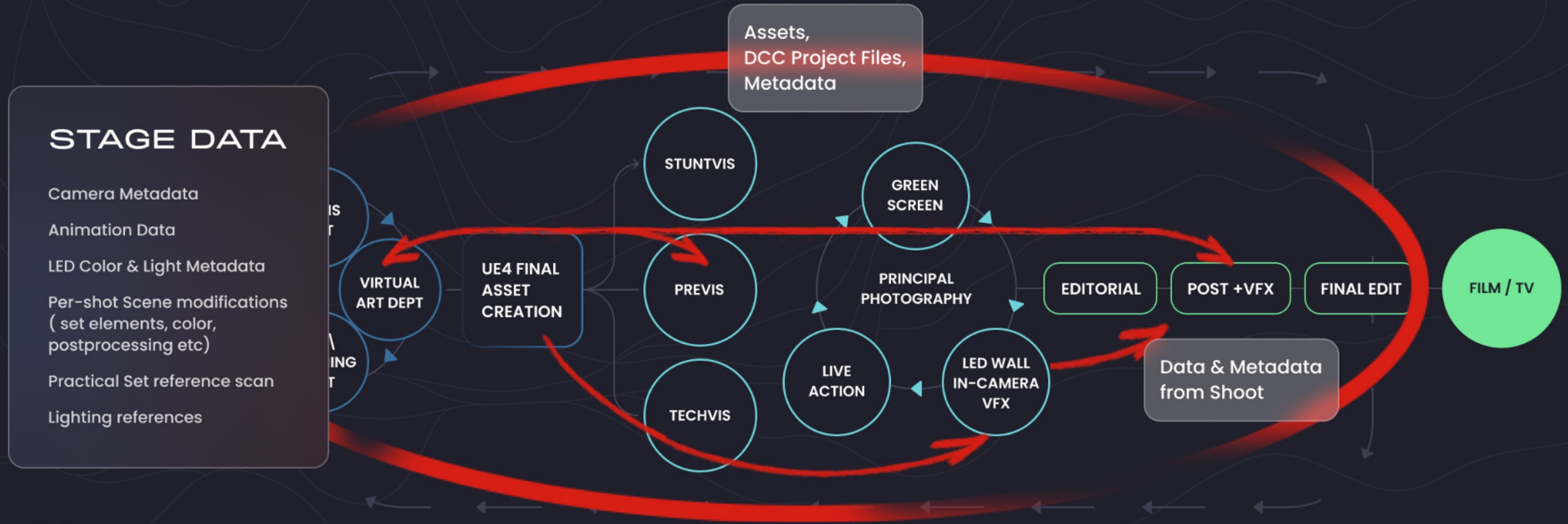


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HOW DO WE
FIX THIS?

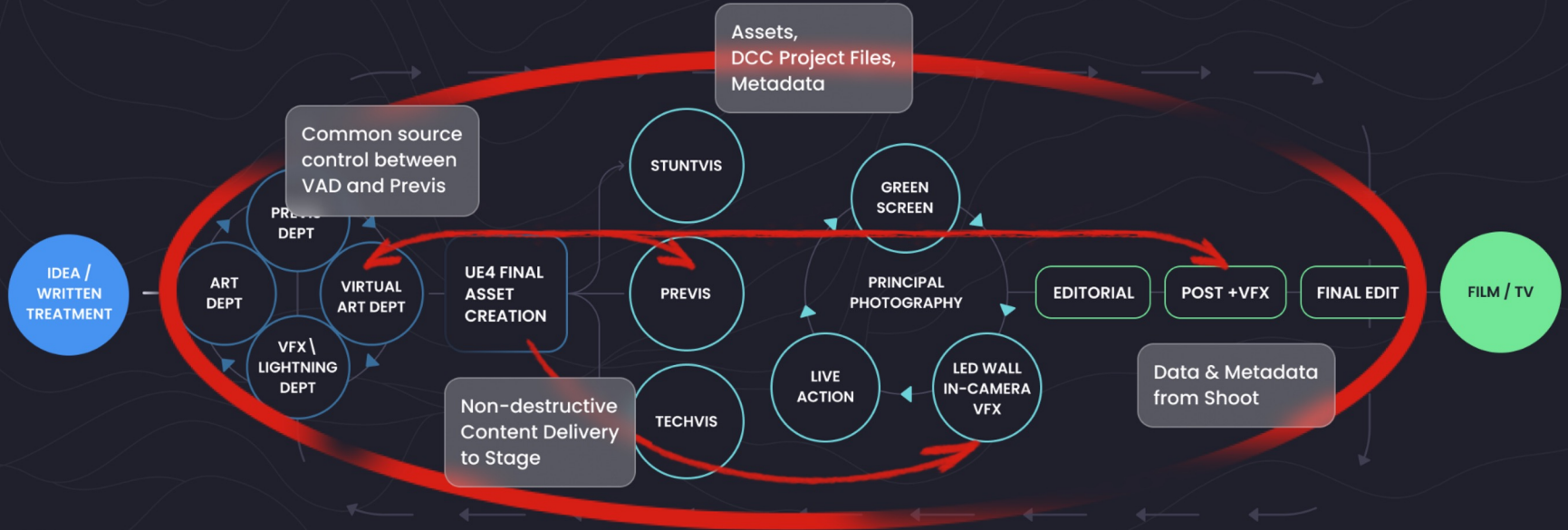


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THANKS



**IHAR
HENERALAU**

CEO & CO-FOUNDER ICVR



+1(310) 489-0185



ihar@icvr.io



www.icvr.io