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

Ihar Heneralau
Chief Executive Officer, 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.

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.

WE BELIEVE THAT ENGINEERING EMPOWERS CREATIVES

and creatives drive engineers to innovate.
PAST PROJECTS

OUR PARTNERS

- Paramount
- EPIC GAMES
- Disney
- HBO
- Marvel
- Reel FX
- Digital Domain
- AWS
- Qualcomm
- Unreal Engine
- Perforce
- etc
- Mesa
- SMPTE
OTHER TOOLS USED
Quixel Megascans
Quixel Mixer
Brushify
SpeedTree
UE Marketplace
... etc

Walls:
- Houdini
- Substance

VFX: Fire, Smoke etc
- Unreal Engine Niagara VFX

Floor: Quixel Mixer

Decals:
- Photoshop
- Substance Painter

Wooden Beams:
- Maya
- Substance

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

Distant Meshes - Blender
WHAT ARE WE ACTUALLY DOING?
STAGE DELIVERY

KEY NEEDS
- Common source control
- Synchronized Shot tracking / PIM

WORKING FILES
- Unreal Project
- DCC Projects
- Editorial

Non-destructive Content Delivery to Stage

DEVELOPMENT / PRE-PRODUCTION

PRODUCTION
- Assets
- DCC Project Files
- Metadata

POST - PRODUCTION

VIRTUAL ART DEPT
- Previs Dept
- VFX / Lighting Dept
- Unreal Asset Creation

STUNTVIS
- Live Action
- Principal Photography
- Green Screen
- Editor
- Post + VFX
- Final Edit
- Final Cut
- Film / TV
HOW DO WE FIX THIS?
THANKS

IHAR HENERALAU
CEO & CO-FOUNDER ICVR

+1(310) 489-0185
ihar@icvr.io
www.icvr.io