

Innovate UK

Results of Competition: Cross Platform in Digital Media 3

Competition Code: 1511_CRD2_DIGS_CROS

Total available funding for this competition was £3.9M from Innovate UK

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
The Framestore Ltd Vicon Motion Systems Ltd	Productivity Optimised Pipelines for Digital Production (ProDip)	£736,484	£395,830
Project description - provided by applicants			
Productivity Optimised Pipeline for digital production (ProDip) is an 18 month collaborative project addressing key needs in the digital production industry (including CGI for films, games, augmented & virtual reality) of rapid motion capture (including detailed facial expression and body movements) with improved and more efficient production pipeline processing ' reduction of cost and faster creation of content. ProDip will leverage an increased quality of output and reduce manual input, lowering costs of production and removing barriers to enter new markets for cross platform digital assets. This project therefore seeks to realise a novel suite of integrated modular software tools to automate key pipeline processes with increased efficiency, flexibility and analytic capability for face and body MoCAP, opening a new digital production route. Project lead, Framestore, are a well-respected traditional and digital film, TV post UK production company (inc. CGI for Gravity, Avengers). Vicon are an established motion capture equipment company providing integrated hardware & software solutions to AAA studios & SME developers.			

Note: you can see all Innovate UK-funded projects here

<https://www.gov.uk/government/publications/innovate-uk-funded-projects> Use the Competition Code given above to search for this competition's results

Innovate UK

Results of Competition: Cross Platform in Digital Media 3

Competition Code: 1511_CRD2_DIGS_CROS

Total available funding for this competition was £3.9M from Innovate UK

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Industrial Light and Magic (UK) Ltd The Walt Disney Company Ltd	OSCIR: On Set Compositing for Digital Actors in Immersive Real-time Cinematic Content	£749,790	£374,895
Project description - provided by applicants			
On Set Compositing for Digital Actors in Immersive Real-time Cinematic Content is an eighteen month project that aims to revolutionise digital acting and media across the entertainments industry, from feature films and TV, to theme parks and social apps. Industrial Light & Magic (UK) Ltd. and Disney Research (UK) will collaborate to spark a creative revolution by reinventing the way cinematic content is created and produced. By merging post-production with production, artists will become a core part of the front-line creative team enabling interactive exploration & discovery. There will also be a step change in efficiency: content that takes weeks to create can be achieved in days, even hours. The partnership will build a common platform for next-generation content creation and production, which is key to sustaining the UK's place at the forefront of the creative industries			

Note: you can see all Innovate UK-funded projects here

<https://www.gov.uk/government/publications/innovate-uk-funded-projects> Use the Competition Code given above to search for this competition's results

Innovate UK

Results of Competition: Cross Platform in Digital Media 3

Competition Code: 1511_CRD2_DIGS_CROS

Total available funding for this competition was £3.9M from Innovate UK

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
The Imaginarium Studios Ltd Numerion Software Ltd University of Surrey	Total Capture	£751,237	£593,355
Project description - provided by applicants			
TOTAL CAPTURE is an eighteen-month applied research project to research, develop and demonstrate newways for teams of creative professionals to create real-time animation collaboratively on set, using enhancedperformance capture technologies, without the need for extensive technician support. The goal is to develophighly automated, easy-to-use technologies that put the emphasis back onto the creative process, reduce costs,and merge the present five stages of development, pre-production, production, post and distribution. Theoutcomes are designed to support the creation of animated feature movies, TV, video games, visual effectsapplied to live performance in the theatre or concert venue, and streaming content for immersive virtualexperiences and novel types of game.The partnership brings together Europe's leading performance capture studio (The Imaginarium), a specialist inphysics engines for VFX and video games (Numerion Software) and a leading UK research centre specialising inadvanced video and performance capture technology (University of Surrey).			

Note: you can see all Innovate UK-funded projects here

<https://www.gov.uk/government/publications/innovate-uk-funded-projects> Use the Competition Code given above to search for this competition's results

Innovate UK

Results of Competition: Cross Platform in Digital Media 3

Competition Code: 1511_CRD2_DIGS_CROS

Total available funding for this competition was £3.9M from Innovate UK

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
The Foundry Visionmongers Ltd Figment Productions Ltd University of Surrey	ALIVE – Live Action Lightfields for Immersive Virtual Reality Experiences	£749,525	£560,225
Project description - provided by applicants			
ALIVE is an eighteen-month applied research project that aims to make it possible to create immersive VirtualReality experiences that use live action video, by using lightfield capture technology to give a much more realistic appearance and sense of immersion than is currently possible. The project will result in new algorithms and methods, incorporated in advanced software prototypes and demonstrated in a short experimental production. We will develop new ways of accurately tracking moving multi-camera lightfield rigs; representing, editing, post-producing and streaming immersive light-fields; and rendering the results as free-viewpoint video with true parallax to support viewer head movement, in real time, to consumer headsets. The project consortium is made up of a leading medium-sized visual effects software developer (The Foundry), an SME creative production company specialising in VR experiences (Figment Productions) and a leading research centre specialising in multi-view data capture and processing (University of Surrey).			

Note: you can see all Innovate UK-funded projects here

<https://www.gov.uk/government/publications/innovate-uk-funded-projects> Use the Competition Code given above to search for this competition's results

Innovate UK

Results of Competition: Cross Platform in Digital Media 3

Competition Code: 1511_CRD2_DIGS_CROS

Total available funding for this competition was £3.9M from Innovate UK

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Ncam Technologies Ltd Epic Games UK Ltd Double Negative Ltd	NREAL: Real-Time Computer Graphics for Professional Augmented Reality	£748,814	£431,051
Project description - provided by applicants			
NREAL is an eighteen-month applied research project that aims to develop new ways of combining live action video, CGI and other assets, in real time, at very high quality. The approach is based on the combination of industry leading professional augmented reality technology with a games engine (enhanced to handle live video and camera system metadata), with a pipeline that can automatically integrate assets from a film or TV VFX workflow. The project will create the first professional video-based VFX pipeline designed to run in a game engine. The resulting system will be designed for use in live broadcast TV, episodic TV, and movie VFX production, with downstream application to AR/VR experiences. The project consortium is made up of an SME augmented reality technology developer (Ncam), the UK subsidiary of the manufacturer of a world-leading games engine (Epic) and Europe's largest VFX company (DNeg).			

Note: you can see all Innovate UK-funded projects here

<https://www.gov.uk/government/publications/innovate-uk-funded-projects> Use the Competition Code given above to search for this competition's results

Innovate UK

Results of Competition: Cross Platform in Digital Media 3

Competition Code: 1511_CRD2_DIGS_CROS

Total available funding for this competition was £3.9M from Innovate UK

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
RPPtv Ltd Queen Mary University of London Sonorize Ltd Angell Sound Studios Ltd Dirty Dog Audio Ltd Gareth Llewellyn Sound Ltd	SFX Synthesis Service	£549,945	£434,417
Project description - provided by applicants			
Sound effect (SFX) synthesis has the potential to revolutionise the sound design process for cross-platform production of film, TV and game content. By integrating such technologies with intuitive cloud media production tools developed by the lead partner, RPPtv, we can deliver a novel, cloud-based SFX synthesis service. We will exploit the outputs of a highly successful Innovate UK Technology Inspired ICT Feasibility Study, and groundbreaking research from Queen Mary University of London's audio engineering team in order to deploy a small number of lightweight sound synthesis models on the cloud, thus removing the need for large sound sample libraries and the associated issues with their use in the production process. A prototype service will be validated in audio post-production communities with Angell Sound studios, and evaluated by Sonorize, film sound effects specialists, Dirty Dog Audio sound design for TV, CGI and film and Gareth Llewellyn Sound for immersive, object-based and 3D audio. Outputs include the cross platform prototype cloud service and full market analysis, business models and road map to launch a commercial service.			

Note: you can see all Innovate UK-funded projects here

<https://www.gov.uk/government/publications/innovate-uk-funded-projects> Use the Competition Code given above to search for this competition's results

Innovate UK

Results of Competition: Cross Platform in Digital Media 3

Competition Code: 1511_CRD2_DIGS_CROS

Total available funding for this competition was £3.9M from Innovate UK

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
The Imaginarium Studios Ltd University of Bath	HARPC: HMC for Augmented Reality Performance Capture	£517,616	£398,039
Project description - provided by applicants			
<p>Augmented Reality AR environments are increasingly being used as content creation tools alongside motioncapture technology in the games film and high budget TV markets. Currently the cost of generating highquality content is prohibitive to the desired exponential increase in its use alongside practical challenges ingenerating high quality facial content in virtual environments. This project aims to create a solution enablingcharacters in video games to be controlled in real time by players who can look you in the eye and talk to youdirectly in the virtual environment. Our novel tool will enable directors producers and actors on set to engagewith the actors performance in real time to increase efficiency in the production workflow and to enable actorenagement with a live audience. The device that makes this possible is a headset that both tracks the facialperformance of the actor and presents an AR experience in real time. None of the current generation VR ARheadsets can achieve this while the wearer is immersed. Use of such a device in a live stage show represents anentirely new art form and presents enormous possibilities for growth in TV Film and Games development.</p>			

Note: you can see all Innovate UK-funded projects here

<https://www.gov.uk/government/publications/innovate-uk-funded-projects> Use the Competition Code given above to search for this competition's results

Innovate UK

Results of Competition: Cross Platform in Digital Media 3

Competition Code: 1511_CRD2_DIGS_CROS

Total available funding for this competition was £3.9M from Innovate UK

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Quad Logic Systems Ltd Render Nation Ltd	FocalPoint Cloudburst	£514,714	£360,300
Project description - provided by applicants			
<p>The FocalPoint Cloudburst project will develop a cloud-based Production Lifecycle Management (PLM) platform; and builds upon the commercially successful FocalPoint Server post-production workflow tool. The PLM platform address the fragmentation of production by joining the pre-production, production and post-production 'islands', and managing digital assets and associated metadata. The ability to collaborate locally and globally will encourage flexible working and deliver real cost savings. The simplicity of the interface empowers the user to focus on creativity. The benefits of Product Lifecycle Management will enable the UK Creativity Industry to scale and adapt faster, thereby minimising risk and increasing global competitiveness. The project consortium consists of Quad Logic Systems and RenderNation.</p>			

Note: you can see all Innovate UK-funded projects here

<https://www.gov.uk/government/publications/innovate-uk-funded-projects> Use the Competition Code given above to search for this competition's results

Innovate UK

Results of Competition: Cross Platform in Digital Media 3

Competition Code: 1511_CRD2_DIGS_CROS

Total available funding for this competition was £3.9M from Innovate UK

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
The Foundry Visionmongers Ltd Industrial Light & Magic (UK) Ltd	FAME: Film Quality Augmented and Mixed Reality Experiences	£739,328	£404,937
Project description - provided by applicants			
FAME is an eighteen-month applied industrial research project to develop, demonstrate and evaluate technologies and workflow for creating real-time interactive Augmented and Mixed Reality experiences on consumer devices. The goal is to enable the experience of feature-film characters and properties interacting in the user's own environment, in real time. The project will advance the state of the art, building on other ongoing UK and EU research by the partners, in lighting and environment capture and modelling using consumer-level devices, highly automated procedural asset preparation, and real-time rendering of real-world environments and movie assets to consumer devices. The results will enable the creation of a new kind of photo-real experience and advance the creation of real-time assets for transmedia production. The partnership brings together the UK's leading VFX software developer, The Foundry, and the UK offshoot of the world's leading creator of digital VFX, ILM. The Foundry will commercialise results as extensions to its software tools.			

Note: you can see all Innovate UK-funded projects here

<https://www.gov.uk/government/publications/innovate-uk-funded-projects> Use the Competition Code given above to search for this competition's results