



AUTODESK UNIVERSITY 2015

AV11999

VFX to VRX: Real-World Virtual Reality Production for Björk, Red Bull, and Lexus

Solomon Rogers – Founder / MD

www.REWIND.co

Learning Objectives

- Learn about virtual reality, augmented reality, and MXR Technologies
- Learn about virtual reality production
- Learn about augmented reality production
- Discover 360 video production

Description

Solomon Rogers, founder of Rewind.co a world-renowned and award-winning virtual reality production agency, will take you through a brief history of a technology that seems to have been around for decades, yet has never really got traction...until now. Delve deeply into the various technologies, techniques, and strategies used to create amazing immersive and commercially viable content. Sol will focus on examples of 360 immersive video in work for Björk, the high-octane Red Bull Air Race VR simulator, and the stunning interactive showrooms for Lexus vehicles. Rewind worked directly with Red Bull to create the world's first Red Bull Air Race Virtual Reality Simulator. The experience enables members of the public to sit directly in the pilot's chair and experience the blistering pace and quick turns of an Air Racer, putting them as close to the action as possible. Rewind will bring hardware and demonstrations to experience and explore and try firsthand. <http://rewind.co/portfolio/red-bull-air-race/>

Your AU Experts

Founder / Managing Director , REWIND.co

Speaker Bio

Solomon Rogers founded Rewind in 2011 after 12 years as a degree course leader in digital animation and visual effects at the University of Hertfordshire, and before growing demands for his high-quality freelance work became overwhelming. Since then Sol has doubled the business year on year and built an industry-leading tribe of vibrant creatives. Rewind's client list boasts global organizations such as Sony Corporation, British Broadcasting Corporation, Red Bull, O2, Microsoft Corporation, Ikea, Lexus, and Canon Inc. He is regularly asked to speak at high-profile international events and is often quoted in various marketing, advertising, and event trade publications, as well as appearing on television and in national newspapers. The United Kingdom government recently awarded Rewind with a prestigious U.K. Technology and Innovation award for virtual reality production.

Hey there,



I am really looking forward to meeting you at my class on Virtual Reality production.

At www.REWIND.co we were lucky enough to be asked to create a few of the demos you will be able to try on the exhibition floor. In preparation please try them before the talk, as with so many things... talking about VR is not the same as experiencing it.

Firstly head to the Live Design Stingray booth, where we have created a demo to show how Revit, 3ds max and Stingray can allow for an unparalleled level of interactivity and immersion for Architectural Visualisation on the HTC Vive.

Next head to Project Primordial, where we have taken their amazing design tools to create an immersive VR experience to let you watch and explore it evolve right in front of you.

and finally head over to Dell or AMD to try out our 'Red Bull Air Race VR' experience running on their top end graphic cards and workstations and the Oculus Rift.



Before the class please also try these 360 videos and apps to give you a flavor of what we are going to be talking about.

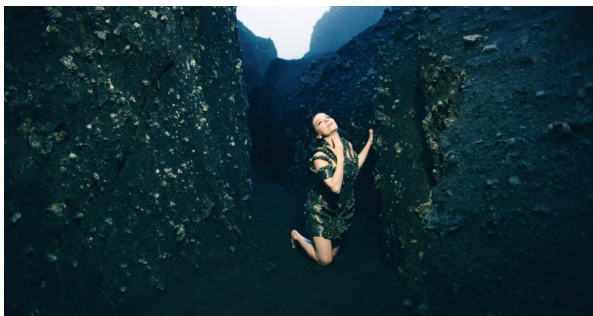
The first are a set of 360 videos on youtube (not ture-vr but still really powerful when used right), these are best viewed on the native youtube app as activates the gyro to allow you to look around on your smartphone. Even better docked with a google cardboard.



search: 'BBC Strictly Come Dancing 360'
<https://www.youtube.com/watch?v=NgJpQytErU>



search: 'Red Bull Air Race VR'
<https://www.youtube.com/watch?v=KR1P-BhwfsA>



search: 'Bjork's Stonemilker 360'
<https://www.youtube.com/watch?v=gQEyezu7G20>



And here are links to a couple of the apps I will be talking about:



'Lexus RX' 360 VRX app:

Android: <https://play.google.com/store/apps/details?id=com.toyota.lexus.rx&hl=en>

iOS: <https://itunes.apple.com/us/app/the-new-lexus-rx/id1032301069?mt=8>



London VR Tourism app:

Android: <https://play.google.com/store/apps/details?id=com.rewindfx.londonvr>

iOS: <https://play.google.com/store/apps/details?id=com.rewindfx.londonvr>



I really do love to talk about VR and visualization, so do stop me if you see me around AU for a chat and or, a beer.

Or connect on twitter: <https://twitter.com/REWINDco>

Or linkedin: <https://uk.linkedin.com/in/solrogers>

See you soon.

Sol.

