DISGUISE

CASE STUDY

Kid Cudi flies to the moon at XR Studios, for Amazon Prime Day with Disguise xR

In this case study you will discover how Kid Cudi's extraterrestrial adventure was built entirely through xR and facilitated with the Disguise xR solution featuring eight GX 2C media servers.

Summary

The creative concept for Kid Cudi's performance was based on the narrative he has been following since the release of "Man on the Moon: The End of Day," his debut studio album, in 2009.

The scenario follows his preparation, send off and launch, as well as his landing on the lunar surface. The technical goal of the project was to combine the virtual extended world of xR and AR with the physical and prop-based worlds of more filmic approaches seen in other in-camera visual effects shoots.

The shoot at Disguise partner XR Studios in Los Angeles combined single-camera virtual production inside the LED volume with real set elements and the more immersive xR set extension workflows developed by XR Studios and Disguise over the last four years. The show was a mix of Unreal Engine and Notch rendering with some scenes using both engines at the same time. Sony F55 cameras with Fujinon Cabrio cine lenses gave broadcast levels of control mixed with cinema-level image quality. A number of custom programmes from XR Studios were used alongside the Disguise workflow to ensure that all aspects of the final frames looked as the creative intended.

The challenge

While combining the physical and virtual worlds works well with today's virtual production technologies, addressing the production sensibilities of cinematic and music video workflows with multi-camera or broadcast workflows proved to be an interesting challenge.

The schedule and production design requirements added another level of complexity. Adding augmented reality aspects and virtual set extension differentiates this shoot from other in-camera VFX or more cinematic projects because it showcases the full potential of xR, continuing outside the LED volume at times.

The solution

Combining a crew of live music and broadcast talent with a cinematic and music video production-based team made for a great collaboration to deliver Kid Cudi's vision.

The xR build of the software and the maturity of the xR features of the Disguise workflow allowed the project to be completed successfully.

" *This project was a great moment for XR Studios, [marking the culmination of] a series of productions in the year 2021. The maturity of Disguise's xR workflow, which included improvements, features and builds, enabled this project to grow in an exponential manner from the standpoint of production quality."*

J.T. Rooney | President
XR Studios

Results

Using the Disguise camera and LED calibration system allowed for a perfect line up of set extension and cameras. The use of this technology allowed for wide expansive shots that purely physical LED solutions could not deliver.

The Disguise GX 2C media servers allowed Notch and Disguise's RenderStream plugin for Unreal Engine to work seamlessly side by side. Additionally, Disguise's colour calibration tool, used with XR Studios' software by highly-skilled colourists, produced a seamless render across the real and virtual elements with minimal time taken for set up.

Success

Kid Cudi's Man on the Moon Amazon Prime Day performance was one segment of a multi-artist performance series, and the only production in the series that featured xR. This project seamlessly blended with the overall experience, holding up in terms of quality, look, and feel to the other segments done without xR – all while integrating bleeding-edge technology.

Physical production workflows were combined with the virtual xR workflow with great success, as the cinematic quality of the performance demonstrated the overall potential of the xR workflow. Utilising an acrobatic flying rig for Kid Cudi also worked well to transport him to a truly virtual, expansive world in space.

Disguise equipment used

DESIGNER

Designer is the ultimate software to visualise, design, and sequence projects at every stage, from concept all the way through to showtime.

Find out more ⊕

GX 2C

The GX 2C media server delivered dynamic Notch video content across the show's innovative visual canvas.

Find out more ⊕

In Partnership with

Director: Sam Wrench

Executive Producer: Ashley Edens

Co-Executive Producers: Chad Taylor, Fam Rothestein, Mad Sola

Director of Photography: Joseph Wesley

XR Producers: XR Studios

XR Video Designer: Silent Partners Studio, Blink Inc

XR Studios CTO: Scott Millar

XR Tech Director: Stefaan Desmedt

Lighting Designer: Cory FitzGerald

Production Designer: Dave Edwards

Production: Freemantle

Realtime Rendering: Notch VFX and Unreal Engine

Technical Partner: Fuse

Camera Tracking: StYpe

Get in touch

Curious to know more about us?
Want to master our production toolkit?
Need support on your project?

Our team will be happy to speak to you, whatever your query.

Get in touch

Get Started

e-learning programme →