DISGUISE

CASE STUDY

Title Savannah College of Art and Design (SCAD) open Disguise xR stage in their film studio

To provide creative students with the highest level of education, the Savannah College of Art and Design (SCAD) recognised the need for an Extended Reality (xR) stage as part of their landmark 10.9-acre expansion project of Savannah Film Studios.

At a glance

In this case study, you will discover how MEPTIK integrated the Disguise xR workflow with DeNyse LED solutions to install the first full scale, turnkey, collegiate xR volume that now allows numerous students from different majors to become designers and film producers of the future.

In Entertainment Arts and Digital Media schools, staying on top of the latest technological developments is crucial to help grow the future generation of filmmakers. **Recognising the rapid development of Extended Reality technology within the creative industry, SCAD decided to build an xR stage so their students would have a much-desired skillset upon graduation.**

In search for an implementation partner, who could design the backend, systems, and overall workflow for the stage, virtual production specialists MEPTIK provided the expertise and experience in successfully implementing the xR technology.

MEPTIK is also heavily composed of SCAD alumni - making this project's success a personal mission, especially for co-founder of MEPTIK Nick Rivero.

"Being a SCAD-founded, SCAD-driven company, it's exciting to invest the skills we've learned in xR to ignite generations of students to come", explains Rivero.

The challenge

SCAD was looking for a reliable partner to execute this large scale project, that would determine the future for countless students. After visiting one of MEPTIK's previously installed xR stages and discussing all needs for and beyond the volume, SCAD felt confident that MEPTIK was the right partner for the project.

Fast approaching deadline

The time frame from project initiation to a fully functioning stage was tight. Within nine months, the building, LED volume, and backend systems had to be designed and built. Programming, training, and commissioning also had to be completed. The whole project needed to be executed flawlessly in order to be ready to welcome students for the fall semester of 2021.

The challenge

Shipping delays

The challenge was to create a schedule that would work for all vendors, giving each entity enough time to execute their part of the install. Shipping delays accounted for shifts in the schedule, pushing the install phases closer and closer to the final launch date.

The team at MEPTIK and Disguise had to work around the setbacks in delivery to make up for the lost time.

The solution

"We worked closely with LED provider DeNyse, whose design of the LED wall laid the foundation to integrate the xR technology, to come up with different phases of the install. In the end, MEPTIK had to work around a three-week window to properly calibrate and train the staff on the workflow," Rivero explains.

While the LED volume was assembled, MEPTIK started installing the processing and server systems to ensure that signals were received. To seamlessly integrate virtual production capabilities, MEPTIK brought on leading visual storytelling technology partners, Disguise. The entire studio is powered by Disguise xR technology, running on Disguise VX 4 and RX II, all connected through the Disguise Fabric pre-configured network switch. Workstations enable multi-user editing and previsualisation of assets before showtime.

To ensure proper operation of the system, the MEPTIK team and Disguise trained the SCAD faculty on best practices and provided documentation on further support moving forward. The stage is now fully operating and in use by SCAD students.

The results

The xR stage is made up of a 60 x 16 ft curved LED wall with a 1.6mm pixel pitch and a 38 x 20 ft LED ceiling with a 1.9mm pixel pitch, also featuring stYpe RedSpy tracking a RED Komodo 6K camera, outfitted with Zeiss lenses.

The facility is geared towards training students at a collegiate level into professional workflows: what they learn at SCAD, they’re able to use one-to-one in the real world.

SCAD currently has three classes working collaboratively to create a branded commercial for Unreal Engine as a promotion for SCAD and the work that they are doing on the xR stage. The goal is for the students to continue to experiment and explore the capabilities and limits of the technology, and to push it further than before.

"The ability to work on xR in the professional world is growing but still very slim, and to be able to walk out of college with two full years of experience under my belt is something that no other job or school could provide me with right now,” says SCAD film and television junior and Producer of the project, Sean Hussey. .

SCAD

“As a student working on an xR stage, it is really a dream come true to be working on technology of this caliber at such an early stage in my career. It felt like I was working within a small production company and the ability to collaborate in that way is simply unmatched at the collegiate level.”

Sean Hussey
Film and Television Junior

Success

Dubbed a “true game-changer” for SCAD, the new xR stage offers unparalleled storytelling opportunities to students across the schools of Entertainment Arts and Digital Media.

The expansion makes SCAD’s Savannah Film Studios the largest, most comprehensive university film studio complex in the country. This initial project has only increased SCAD’s appetite for more. The teams will once again be working together to install a second xR stage at SCAD Atlanta that is scheduled to open in Fall 2022.

Disguise equipment used

VX 4

Optimised for playing up to four times uncompressed 4K60 and lossless 10-bit video, the VX 4 powers content of the highest quality at any scale.

Find out more

RX II

RX II is our dedicated system for hosting content from real-time render engines, unlocking 40% more graphics processing power than its predecessor.

Find out more

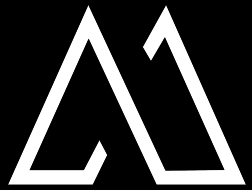
FABRIC

Fabric is our pre-configured network switch that quickly and seamlessly connects Disguise servers - streaming 4k content without latency or dropped frames

Find out more

In Partnership with

System Administrator at SCAD: Rich Rouleau
Senior Vice President for Technology and Development at SCAD: Brad Grant
Architect/Director of Construction Operations at SCAD: Tony Hensley
LED Wall Design: DeNyse
Camera tracking: stYpe
Images: SCAD



SCAD

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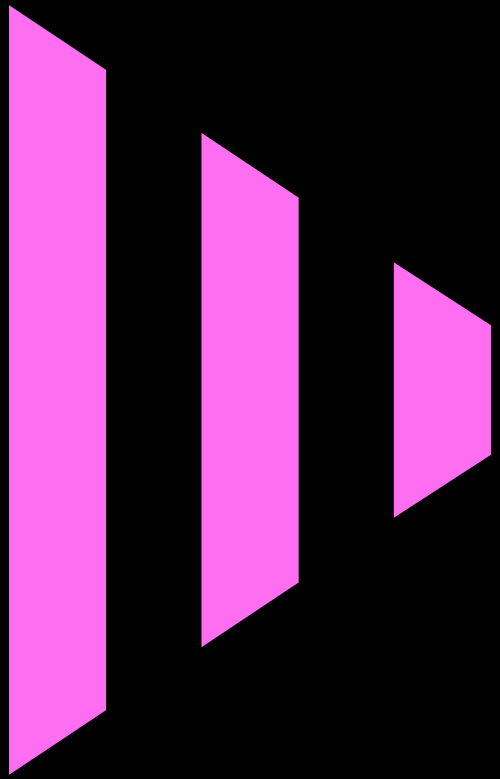
Curious to know more about us?
Want to master our production toolkit?
Need support on your project?

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

Get in touch

Get Started



e-learning programme