CASE STUDY

VOTION STUDIOS PRODUCTION OF JEFFREY NGAI MUSIC VIDEO

PROJECT OVERVIEW

Votion Studios, in collaboration with Mutual Workshop and director James Leung, created a groundbreaking music video for Jeffrey Ngai, one of Hong Kong's leading artists. The goal was to produce an immersive, visually captivating video showcasing Ngai's creative evolution while demonstrating Votion Studios' capabilities. Utilising Brompton LED processing with an AOTO LED volume, the team created original virtual environments to complement Ngai's performance. Despite the complexities, the project was successfully executed within a tight two-and-a-half-week period through meticulous pre-production planning and seamless integration of virtual production technologies.

THE CHALLENGE

The challenge was to produce a high-quality music video within a short timeframe, pushing the boundaries of traditional production by leveraging virtual environments. The team aimed to deliver a visually engaging narrative that would enhance Ngai's brand and resonate deeply with his audience.

THE SOLUTION

Votion Studios employed state-of-the-art technologies, including:

LED Volume: Advanced AOTO LED volume powered by Brompton Tessera processing for real-time visual effects and interactive environments.

Motion Control: BOLT high-speed camera robot for precision and repeatability in complex shots.

Camera and Optics: RED digital cinema cameras paired with Cooke cine lenses for high resolution and cinematic quality.

Real-Time Rendering: Disguise system for instantaneous visual feedback and adjustments.

Lighting: ARRI lighting equipment for precise illumination and colour fidelity.

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BROMPTON FEATURES USED

ChromaTune

Sophisticated colour adjustment capabilities.

Dark Magic

Enhances detail in darker areas on LED panels.

Dynamic Calibration

Maintains optimal colour and brightness performance.

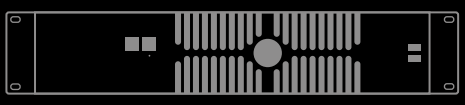
Stacking

Manages large LED configurations for consistent performance.

Studio Mode

Increases bit depth for better performance at low brightness.

TESSERA PRODUCTS USED



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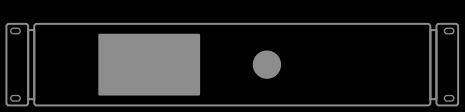

XD x 4

TECHNICAL CHALLENGES

Ensuring uniform and seamless images on the LED wall and floor panels was a significant challenge. Votion Studios used Brompton's Tessera Remote to adjust LED panel colours in real-time, providing flexibility for nuanced adjustments. This tool was essential for maintaining a visually coherent and seamless environment under the time constraints of a live production.

OUTCOME

The project's success was marked by the efficient delivery of a visually coherent and compelling music video within the tight schedule. Brompton products provided a stable platform for the LED panels and virtual production needs. Tessera Remote's intuitiveness facilitated on-the-fly adjustments, ensuring a smooth workflow during busy shoot days. The collaboration between Votion Studios and Brompton Technology showcased the potential of virtual production in the music industry, delivering content with unparalleled visual coherence and narrative impact.

TESTIMONIAL

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Utilising Brompton's Tessera processors within our LED volumes has been a game-changer for Votion Studios. Their reliability and precision are unmatched, enabling us to deliver content with unparalleled visual coherence. The real-time control and dynamic calibration Brompton provides are critical for our mission to produce immersive experiences that are not just visually stunning but also narratively compelling. They're not just our choice; they're our standard for excellence in XR and virtual production."

Roger Proeis, Co-founder & CEO, Votion Studios