100% Shutterstock virtual production commercial powered by disguise

In their latest commercial Shutterstock, the global provider of stock photography, footage and music, asks the question: "What can you create with 100% Shutterstock?" They answer it by filling their commercial spot entirely with stunning content from across their extensive library.

In this case study you will see how disguise partners 80six and Final Pixel used two disguise vx 4 media servers and four rx II render nodes in their virtual production workflow that facilitated "the world of endless possibilities" that Shutterstock opens up to creatives.

At a glance

Shutterstock Studios and the Ridley Scott Creative Group's RSA Films co-produced the 100% Shutterstock commercial, based on Horizon media agency's concept of how easy it is for Shutterstock images to turn ideas into achievements

The spot, directed by Juriaan Booij, showcases a young woman visiting a series of colourful, dynamic worlds that are **enabled by the photorealistic scenes that disguise and virtual production technology facilitate**. She strolls through photoreal New York City streets filled with pedestrians and traffic where buildings are wrapped with images. Then she steps into a fanciful landscape of hot air balloons, pink flamingos and the Eiffel Tower. Next, she finds herself in a lush rainforest where an ocelot paces in the background before ending up in the company of astronauts exploring space. Finally, the camera pulls back to reveal the woman is on a stage with a massive curved LED backdrop displaying the surreal Shutterstock universe.

The challenge

The team at 80six shot the spot on stage at its Virtual Production Studios over the course of one day, combining creativity with innovative technologies and game-changing methods of shooting. By projecting the virtual world of Shutterstock images on an LED screen, the actor could see and interact with the changing, moving elements around her. But immersing her in the foreground, mid-ground and virtual world required a perfect synchronisation of virtual production tools, technologies and workflows.

80six worked with Final Pixel, who developed additional assets in Unreal Engine to meet the technical challenge of **taking mainly 2D elements, such as photography, illustrations and vectors, and creating a virtual 3D world in which real-world actors and physical and digital props integrate seamlessly.**

The solution

The centrepiece of the set was the 18 x 4.5-metre curved LED volume built from ROE Visual Diamond 2.6mm panels. A 12 x 5.4-metre ROE Carbon 5.7mm LED ceiling illuminated the stage from above. Both LED screens ran on Brompton Tessera SX40 LED processors.

The virtual production pipeline was driven by Unreal Engine, which was used to build, configure and customise the virtual scenes and translate the incoming visual data during the shoot to a real-time render with disguise vx 4 media servers. **disguise ensured that the LED visuals always adapted to the position of the camera in three-dimensional space.**

"The disguise workflow with Unreal Engine is streamlined to work seamlessly which allows me, as a technical director, to support the creative team in fully realising their concept. Being able to utilise disguise's powerful media server capabilities at the same time [as disguise RenderStream] allowed LED screens to be used as lighting sources while maintaining a quick and easy workflow to support the creative team on-site."

Paul Nicholls, Head of Virtual Production and Real-time Technology, 80six

The results

disguise vx 4 media servers supported the virtual production pipeline by allowing an easy configuration with Unreal Engine and speeding up the workflow. The upgraded graphics processing power of the new disguise rx II render nodes were needed in order to fully unlock the potential of the Unreal Engine real-time content.

disguise vx 4 media servers and rx II render nodes were an important part of the pipeline, streamlining the virtual production workflow by **facilitating a stable communication between Unreal Engine and Mo-sys StarTracker camera tracking through disguise RenderStream.**
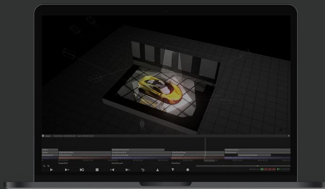
The 100% Shutterstock campaign is currently running on 19 cable networks in the US, plus Hulu, Roku and Amazon Fire TV, along with YouTube, Facebook and Instagram.

Watch the commercial here.

disguise equipment used

Designer software

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.

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 real-time render engines, unlocking 40% more graphics processing power than its predecessor.
Find out more.

In partnership with:

Media Agency: Horizon
Director: Juriaan Booij
Executive Producer: Mark Infante
RSA Producer: Lisa Joseph
Creative Director: Anastasia Marshall
Executive Producer/ Virtual Production Producer: Dan Hamill
Production Company: Shutterstock Studios and RSA Films
Studios: Virtual Production Studios by 80six
DOP: Andreas Neo
Production Designer: Russell De Rozario
Post: Final Pixel
Sound: Eclectic

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:

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Community platform:**

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