360 Video Cameras in Production

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360 productions

- Presence
- Brand Advertising
- Film/TV co-marketing
- Story telling
- Experiential
- Journalism
- Documentary
- Tourism
“Filming with no borders”
Shot planning – staging is critical

... but not always possible
Shot planning – impact on image stitching

Converged at 10m
Shot planning – impact on image stitching

Converged at 2m
Shot planning – impact on image stitching

Converged at 1m
Monoscopic cameras – design considerations

mono-stitch
removing parallax
Stereoscopic cameras – design considerations

stereo-stitch using parallax
We covered

- 360 productions
- Staging in production
- Shot planning and stitching
- Monoscopic cameras
- Stereoscopic cameras
- Lightfields and volumetric capture
imagination engineered