dimension

Digital Humans
New immersive platforms demand a re-think in how to capture human performance so it is believable, emotional, and exciting.

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Challenges

Customer behaviour is changing rapidly - Footfall is falling, and acquisition is increasingly fragmented.

53% of 18-34 year olds report they're interested in AR apps to try fashion products before they buy.

Source: Facebook Business.
Example is 3Dior Makeup ig filter, by MNST

Ideal Solution

Customers want delightful experiences, in or out of stores - human experiences with strong branding or personalisation

Dimension has created 100s of AR apps and can help brands realise the value of the medium and advise on what's next.

Making the most of Mixed Reality Capture Studios and a Azure publishing infrastructure

Desired Outcomes

Human AR campaigns drive new traffic, engage churned users and create brand loyalty, all increasing customer lifetime value.

On e-commerce sites, viewing 3D models in AR increases conversion by up to 250%.

Source: Shopify

Advanced Digital Humans

Dimension captures full performances, in 4D

Presence

Getting to 'WOW'

· Create novel experiences

· Avoid the uncanny valley

Widely Viewed

WebXR distribution for all devices

· Playback in-scene via the web

· Augmented Reality, from your phone's browser

Fast, at Scale

Azure solutions for

· Faster publishing

· Full Media Services infrastructure for the best user experiences

Nubiya Brandon, AR dance, extract from All Kinds of Limbo

"Everything from the subtle movements of her outfits to the various expressions on her face have been captured with stunning clarity."
VRScout at Sundance Film Festival 2020

Digital Humans, straight from Azure

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Cloud-first processing and distribution makes reaching end-users much faster.

Azure Processing
for fast turnaround.

Azure allows rapid turnaround of assets.

For example, we shot Rory McIlroy, Dustin Johnson and John Rahm and broadcast their holograms live within 48 hours.

Content Management System (CMS)
for tailored implementations

A CMS sits on top of the Azure storage, giving clients production controls.
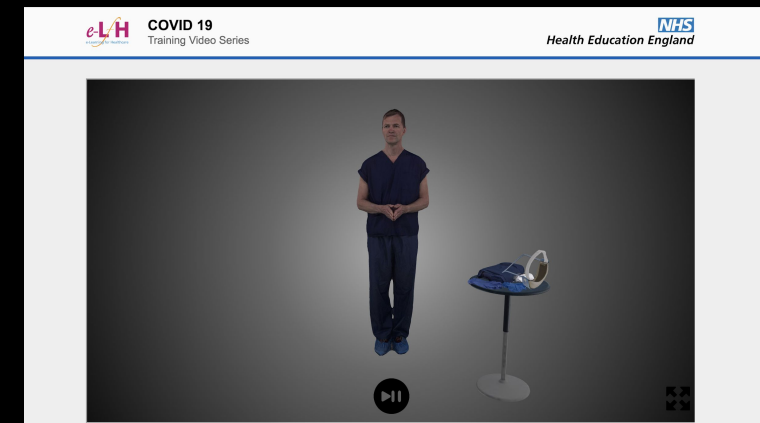
For example, clients were able to quickly experiment with the color-changes we applied to Tinie Tempah's jacket
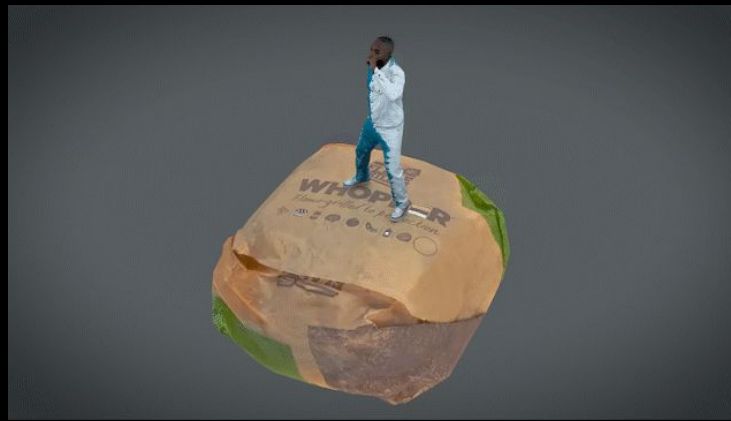
Azure Media Services,
for great user experiences

Azure encoding and CDN makes assets viewable to more people, on more devices.

For example, we made covid-19 / PPE training content available to all frontline staff on a simple <u>web portal</u>.

A private volumetric concert in WebAR, on a burger
Intimate 360 brand experience

TINY TINIE PERFORMS
WHOPPA ON A WHOPPER

BURGER KING × TINIE

"As soon as we heard about Tinie's Whoppa song, we couldn't help but dream up innovative ways to get involved. Of all of the ideas, this was the one that really brought a smile."

Katie Evans, Marketing Director

Burger King UK

July 2020

FMCG, United Kingdom, Central America

A Global, Newsworthy WebAR Execution

This summer, lucky Burger King® customers were able to scan a special QR code on their Whopper® burger to generate a miniature, volumetric Tinie, performing his latest hit 'Whoppa', with the iconic signature burger as his stage. The press were so enamoured by the campaign, it received 220 pieces of media coverage

Entertainment At Your Fingertips

At a time when all festivals and shows are cancelled, 8thWall WebAR made this interactive moment possible. Whopper fans enjoyed a concert and interacted with a hyper-realistic, digital Tinie who moves in a totally authentic way.

A Futuristic Brand Activation With Results

This project gave a peek into both the future of brand activations and exciting new ways that artists can connect with fans. Using emerging technologies, we're able to capture artists in real-time and bring them into the homes of fans around the world. Not only did it drive footfall –it received 11.8 million social impressions including 468k TikTok views!