

Shoot Smarter with IC-VFX Filming Solutions.

Introduction

The need for UK production companies to find efficiencies within their production pipelines is ever present.

The challenge of achieving this while continuing to deliver to an increasingly high set of standards (when it comes to the visual quality of your content) and the environmental cost of production is daunting.

Thankfully, **In Camera VFX** can be a highly effective and simple asset in your toolbox when it comes to tackling these increasingly pressing problems.

What is In Camera VFX?

In camera VFX (or **IC-VFX** for short) is the integration of video technology such as LED screens and projection into film sets for the purpose of displaying backdrops, creating reflections or ambient light and capturing that live, in camera on the day of the shoot, rather than adding in later in post production.

The benefits of this approach vs traditional methods are far ranging, and include significant creative, logistical, budgetary, and critically brings environmental advantages.

How can you use IC-VFX?

Many productions are leveraging the benefits of **IC-VFX** to shoot their travel sequences and pickup shots.

Simulated Travel

This spans any form of transport whether its car, helicopter, train, private jet, or push bike; normal travel or crash sequences are all possible on an LED volume.

Pickup shots

Our team can travel with you to your physical locations, and capture these as 360 degree video plates. These plates will be processed ready for volume shooting, allowing you to shoot all your pickup shots across all of your locations in one block.

The Benefits

- **Highly Realistic**
Final shots that are indistinguishable when compared to shots filmed on location, simulate all forms of travel or pickup shots.
- **Highly Efficient**
All your crew in one place, shoot in multiple locations in a day, with minimal reset times required.
- **Highly Controlled**
No exposure to the weather, time of day, the public, or authorities.
- **Sustainable**
Significant carbon reductions vs on-location and green screen shoots
- **Captured In Camera**
See the backdrop, reflections, and ambient light in camera on the day.



MARS Volume, West London

Shoot Smarter with IC-VFX Filming Solutions.

MARS[®]
VOLUME

GANGS OF LONDON

Project Overview

Over 12 action-packed shoot days at MARS Volume, the Pulse Films team assisted by VFX producer James Jordan harnessed the power of our immersive In Camera VFX stage to shoot some of the show's most challenging sequences. At the heart of the studio space is a 25.5 x 5m LED volume, which proved the ideal solution for shooting *Gangs'* driving sequences and pickup shots.

Driving and travelling shots were the obvious win for the volume, however the team ended up shooting everything from pickups to crucial sequences using the technology.



Shot showing the technical setup, the car is located on a turntable surrounded by a 360 degree driving plate.

James Jordan - VFX Producer

“ Shooting on the volume gave us the maximum flexibility and the most efficiency. Using an LED volume, floating screens, a turntable and exterior lights, this enabled us to create a very realistic shoot for the cars and vehicles with natural reflections. Virtual Production enabled us to come up with a system that allowed us to do more creative camera moves with vehicles that would otherwise be impossible. ”

On the Day, In Camera Examples

The following frames are captured directly from the camera on the day of the shoot. No post production applied. The reflections, ambient lighting and backdrops are all created using the surrounding LED screens.



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MARS[®]
VOLUME

What is MARS Volume?

MARS Volume, located in West London, is a dedicated IC-VFX facility with an LED stage that provides **cost effective** and **accessible IC-VFX** solutions to the scripted drama market.

The offering at MARS includes state-of-the-art facilities including one of London's most flexible LED volumes. Combined with our highly experienced team you will be in safe and experienced hands as they operate your shoot and guide you through the process from an initial enquiry through to a successful wrap.

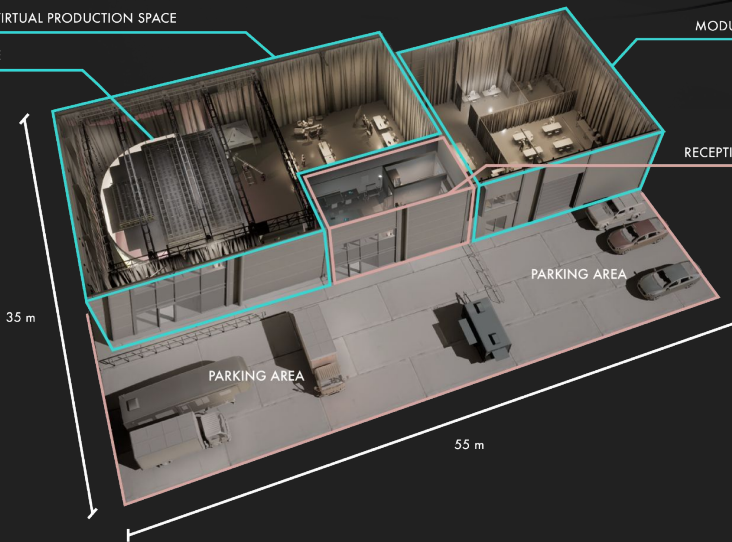
Many of our clients are doing this for the first time, and education is a fundamental element of what we do with our award winning MARS Academy training programmes.



MARS A

8000 SQFT VIRTUAL PRODUCTION SPACE

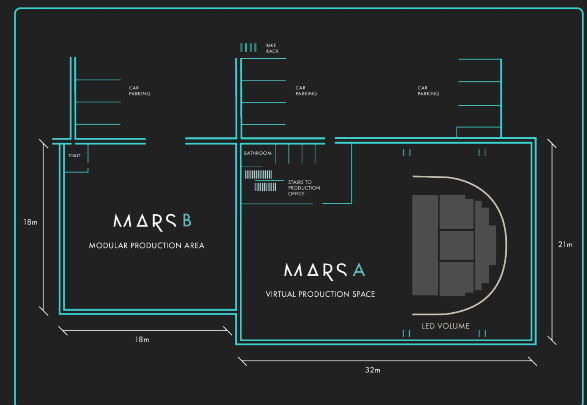
LED VOLUME



MARS B

MODULAR PRODUCTION AREA

RECEPTION/ PRODUCTION AREA



Our facility

MARS A: 8000 sq ft

- Houses the LED volume
- Drive-in access
- 400 amp three phase power supply
- 7 tonne overhead rigging capacity
- Includes production office space, toilets, reception area, and kitchenette
- External yard space

MARS B: 4000 sq ft

- "Vanilla" space which can be configured for a production's specific requirements (extra production office space, storage, catering, art dept, dressing rooms etc)
- Drive in access
- External yard space
- Spacious enough to facilitate green screen shoots

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Our Services

Our services cover each step of the process from pre-production through to the shoot, and can be adapted to suit your specific needs.

Pre Production Consultancy

Guidance through the process each step of the way. We are on hand to assist with script breakdown, workflow specification and shoot planning.

Plate Capture

Our team are on hand to either work with your vendors, ensuring correct deliveries, or to manage the plate capture process for you.

MARS Volume®

Our facility represents the most cost effective solution for leveraging the benefits of IC-VFX, and is extremely competitively priced.

On Set Services

Should you need something more specific, we can design and staff bespoke offerings that provide you the perfect solution for any budget.

Come and See Us!

The best way to understand our solutions, is to see them in the flesh. We ensure we always have tour slots available for our Volume Stage in South Ruislip (Central Line). Here you can see some demos, explore the facilities and chat to the team about specific applications.

FREE 90 Minutes on MARS Sessions

If you have a project upcoming that you are considering IC-VFX for, we offer a free 90 min session for your team to come and get hands on and experience first hand how the technology can be used. Places are limited and go fast.

Get a better grasp of the possibilities and more importantly the limitations. This is the perfect way to get some experience, in a pressure free environment.

MARS Academy

MARS Academy is our in house IC-VFX and Virtual Production training program, offering in depth, hands on, & on volume training. We regularly run four courses, **VP 101**, **Scheduling and Budgeting for VP**, **LED Systems on set**, and **VFX Artists on set**. We also offer bespoke courses for teams looking for specific training on key IC-VFX topics.

www.marsvolume.com/academy



Contact Us

General Enquiries

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Rate Card

May, June 2023



Production Rates:

Plate Playback Productions£11,000 per day

A plate playback production is defined by the use of video assets or rendered plates on the volume, rather than realtime assets such as Unreal Engine Environments. Does not include camera tracking.

Rate applies to prelight days & shoot days. Based on 10 hour day with 1 hour break for lunch.

Realtime Productions£12,500 per day

A realtime production is defined by the use of Unreal Engine environments on the volume. This pricing also includes camera tracking functionality.

Rate applies to prelight days & shoot days. Based on 10 hour day with 1 hour break for lunch.

Additional Rates:

Non Volume Day£2,000 per day

A day onset that does not require the full team or the volume. Load in days specifically for Art Dept for example.

Overtime Rate (Volume hour)£1,800 per hour

The rate for the facility if the full team and volume are required. Rate applies for both plate and realtime shoots.

Overtime Rate (Non Volume hour)£600 per hour

The rate applied if the volume team can be wrapped, but access is required for load out etc.

Calculating Ballpark Costs:

Our rates are **linear** so simply multiply the number of production days (content review, prelight or shoot days) by the rates above.

If you have any questions or are uncertain around what type of shoot best applies to your project, or are looking to place a pencil for your dates please reach out to the team.

contact@marsvolume.com

Rate Inclusions:

1. In Camera VFX Orientation Session:

A free day for key stakeholders and crew to get hands on with the technology and the volume in a pressure free environment, and ask any questions of our team. (subject to availability)

2. Pre-production consultancy

- WIP Weekly Performance Checks
Weekly deliveries from your content vendor to check performance and provide feedback in terms of optimisations if required.
- Support from our VP Producer to aid with scheduling and any additional requirements you might have.
- Support from our Unreal/Playback team lead to ensure content set up and content reviews ahead of the shoot.
- Support from our VP Supervisor in the lead up to the shoot.

* *Applicable for Realtime productions only,*

** *Applicable for Plate Playback productions only*

3. Onset team:

VP Producer
Volume Supervisor
System Engineers
LED Engineers
Cleaner
Realtime Lead / Operator *
Camera Tracking Engineer *
Playback Operator **

4. Equipment & Facilities:

LED & Control Equipment
LED Volume
25m x 5m In-vision wall
120msq non-vision screens

Control Package
*Dual A6000 render nodes **
*Disguise Vx4 Media Servers ***

Camera Tracking Equipment *
Stype Redspy

MARS A & B Studio Space (8000 sq ft and 4000 sq ft)
Car Park for 25 cars
Electrical Consumption
WIFI
Waste Collection

Rate Exclusions:

- Camera & Grip Equipment
- Lighting Equipment
- Content Production (*price can be provided if desired*)

You are free to use your vendor of choice for the above.