

MPCURTET

MOTION / PHOTOGRAPHY / CGI

IN COLLABORATION WITH



REALVISION

WHERE INNOVATION MEETS PHOTOGRAPHY

NEW START / NEW RULES

#VISUALSTORYMAKERS

MPC

REAL**VISION**

WHERE INNOVATION MEETS **PHOTOGRAPHY**



CLICK HERE TO WATCH **THE VIDEO**



<https://curtet.com/cgi-realvision/>

THE FUTURE **IS NOW**

DISCOVER HOW TO WORK
WITH **REALVISION**.
A FULL CGI ENVIRONMENT
TOOL WE USE TO CREATE
OUR PHOTOGRAPHY.

WE CAN CREATE **ANYWHERE AT ANYTIME**

REALVISION

WHERE INNOVATION MEETS **PHOTOGRAPHY**

All of us understand that the new world will not be the same as the old world, at least for a certain amount of time. **During these last weeks we've brainstormed to pull out the best possible solution to be able to keep expressing our creativity in the future. It's a new time, new rules, and a new way of doing things.** As we keep hoping that things will ease week after week, we're not going to wait until then to pull out some stunning visuals.



We've been working for many years with various technologies to support traditional shooting methods. Maybe it's time to switch things around and to fully work with those fantastic tools to achieve our creative goals. **We never expected or wanted to be driven by the technology but it's interesting what it can bring to us, and how it can help to achieve our end goal which is to « share a message ».**

Over the next few pages, you will see some samples where we've used very advanced technology along with some that are more traditional. What we want to show you here, is how we are handling those new tools to serve your creativity. As we have been in the past, we will be here to support you and always be ready to create beside you. For many years our reputation is one being experts in our field, and innovative pioneers in the world of lifestyle and automotive photography. **Today we're ready to push the boundary again and again. Our goal is for you to free your mind and we will take care of the rest. Enjoy the ride with MP CURTET!**



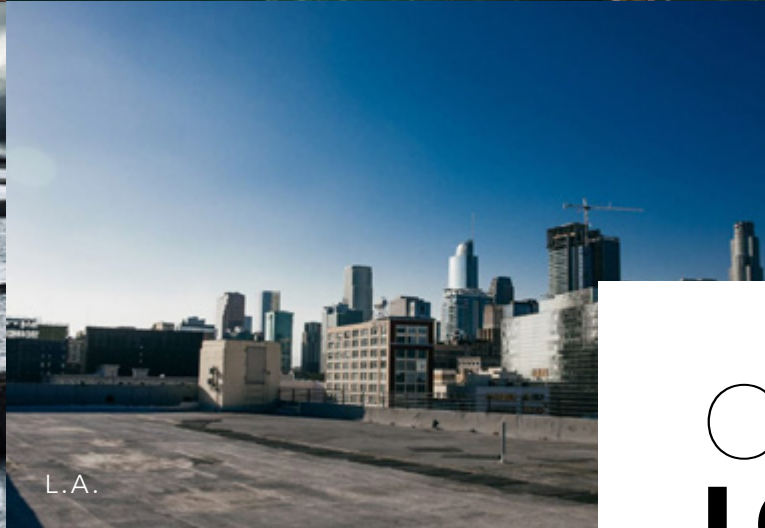
BARCELONA



ICELAND



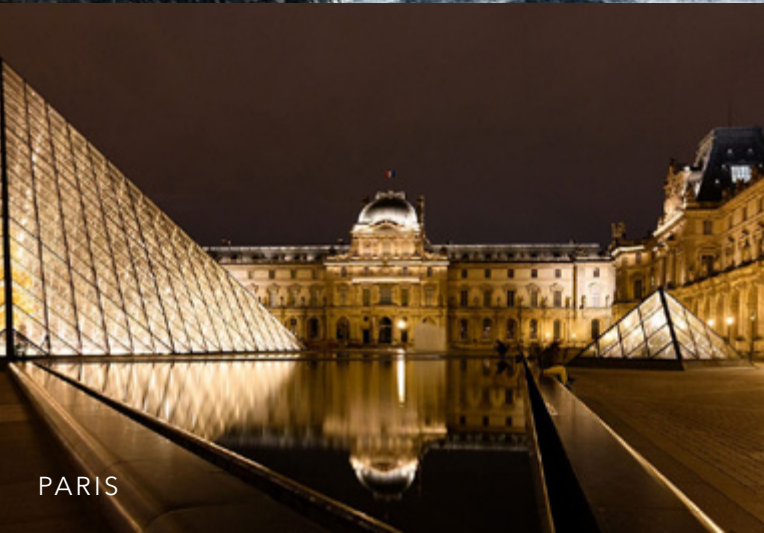
NORWAY



L.A.

REAL**VISION**
WHERE INNOVATION MEETS **PHOTOGRAPHY**

CREATE ANY **LOCATION**



PARIS



N.Y.C.

From Paris to L.A., think about any location you've been dreaming.

Pick references from any place in the world and we will build it for you



STEP °1

YOUR BRIEF,
YOUR LOCATION



STEP °2

WE BUILD IT
FOR YOU



STEP °3

YOUR FULLY
**CUSTOMIZABLE
LOCATION IS READY**

Since we're working with a 360° set
we are able to shoot any angle of the car.



REALVISION

WHERE INNOVATION MEETS PHOTOGRAPHY

OUR NEW A.I. TECHNOLOGY FOR LIFESTYLE

During these crazy days we have kept our minds boiling to explore new paths and create new visuals. We want creatives to be fully dedicated to their art and free of technique. **We wanted to develop a process of «plug and play » to create new imagery.** A process where agencies keep creating and developing concepts and then come to us to make the magic happen. **This new technique brings endless possibilities for locations and lighting. Working with us ensures you get full support on the creative side and a consistency from one image to the other.** Nobody on your team would have to deal with the technical side. For this we would collaborate with Curve Digital who are the pioneers in this new technology and we work in collaboration with them and have their full support. This new path is the perfect answer for the challenges of our time. **Of course we all expect to be going back on the roads and on planes to discover the world again soon, and those times will come, but for now we can still create amazing images for our clients.**



2020 CREATIVE RESPONSE

NIP

BRING YOUR **STORY** **TO LIFE**

REAL**VISION**

WHERE INNOVATION MEETS **PHOTOGRAPHY**

When talent is involved we will organize a dedicated photoshoot with real people and integrate them with our new technology. Check what we did last week during the confines of current social distancing times. **This technique is perfect to counter the restrictions caused by social distancing, but is also extremely beneficial for a code red vehicle.**



CREATE A FULL STORY IN STYLE WITH MP CURTET



We can choose any angle we want as we do with a traditional photoshoot. Including heroes... lifestyle details and all of the important details that bring an image to life.

**We have the ability to travel thru the scene we are creating, ...
change the time of the day ... pick the best angles
choose the right lens.**





UNLIMITED **POSSIBILITIES**



YOU CHOOSE
WE BUILD

We shoot **real lifestyle**



REALVISION

WHERE INNOVATION MEETS PHOTOGRAPHY

More samples we've created with
REAL VISION TECHNOLOGY



#VISUALSTORYMAKERS

SAMPLE OF A TIMELINE





IN SUMMARY

- FULL CGI ENVIRONMENT
- **HUGE CREATIVE FREEDOM**
- UNIQUE ORIGINAL LOCATIONS: NO RESTRICTIONS
- **EASY TO USE / PLUG AND PLAY SPIRIT**
- TOTALLY CONFIDENTIAL
- **FRAMING LIGHTING COLORGRADING STORYTELLING BY MP CURTET**
- EASY PROCESS FOR THE AGENCY
- **WE SHOOT REAL TALENT**
- FLEXIBILITY & COSTS SAVING
- **ENTIRE PROJECT FROM START TO FINISH IS UNDER THE SUPERVISION OF MP CURTET**



REALVISION

WHERE INNOVATION MEETS PHOTOGRAPHY

MEET OUR DEDICATED PARTNER

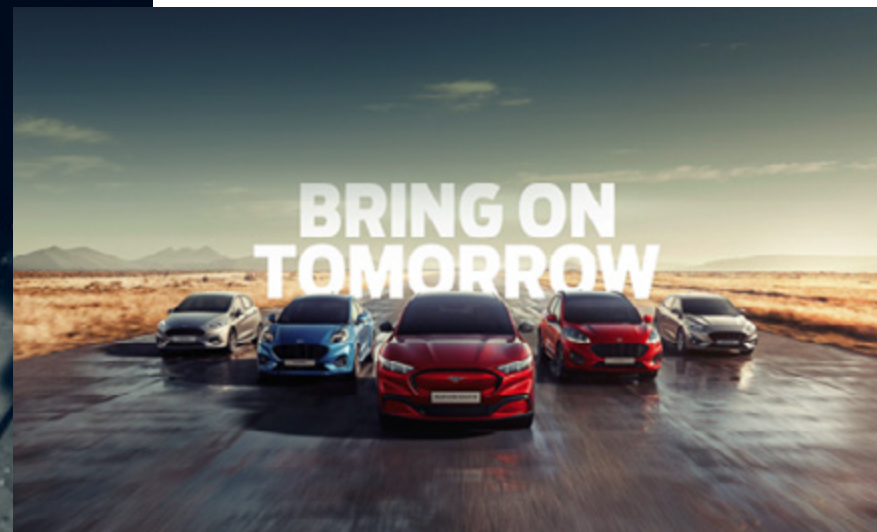


Curve Digital has been creating beautiful automotive/lifestyle imagery for many years and have always impressed with their dedication to delivering the highest quality with maximum innovation. Their forward-thinking process has provided us with many solutions both on-location and even after wrap. This knowledge of technology across many disciplines, makes them the perfect partner for this next phase of the image creation process. **Using advanced A.I. real-time rendering combined with their understanding of what makes an image really work, they are more than just button pushers.**



OPTION

CGI CARS & REAL BACKPLATE



We can also provide the option of **real backplates** and **cgi cars** are also available if desired.



MP CURTET

MOTION & PHOTOGRAPHY

THANK
YOU

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IN COLLABORATION WITH

