



Information

Nikon Creates Corporation opens the doors to volumetric video capture system “POLYMOTION STAGE” on October 13th, 2022, with set of showreels featuring popular artist “SPiCYSOL.”

Oct. 13th, 2022

Nikon Creates Corporation (President: Yasuhiro Miyahara, Ota-ku, Tokyo; hereinafter “Nikon Creates”), a subsidiary for new business of Nikon Corporation (President: Toshikazu Umatate, Minato-ku, Tokyo), handling the planning, shooting, and production of volumetric and other video content, is pleased to announce the opening of their volumetric “POLYMOTION STAGE”, on Oct. 13th (Thurs.), 2022 at Nikon Creates filming complex, in Heiwajima, Ota-ku, Tokyo.

Nikon Creates is, the first Japanese licensed partner of Microsoft’s Mixed Reality Capture Studios (MRCS) and will utilize Microsoft’s cutting-edge software and Azure processing technology to produce high quality 3D assets of people and objects, content so photorealistic that even the finest details and facial expressions can be authentically reproduced.

With the POLYMOTION STAGE consisting of over 100 cameras, Nikon Creates will provide volumetric video production services such as planning and editing. Clients and customers will experience the ease of working with a stage manager and technical engineers to deliver specific volumetric assets and content. In addition, there will be an opening of a virtual production capture system in December, making Heiwajima a complete, cutting-edge filming technology complex.

●Facility Information

Address: Tokyo Ryutsu Center B Building, 6-1-1 Heiwajima, Ota-ku, Tokyo 143-0006, Japan
Management: Nikon Creates Corporation
Operation Start Date: Oct. 13th, 2022 (volumetric video filming system only)
Dec. 2022 (completion and full operation)
Operating Hours: 10:00-18:00

For inquiries, please contact:

●Contact Information

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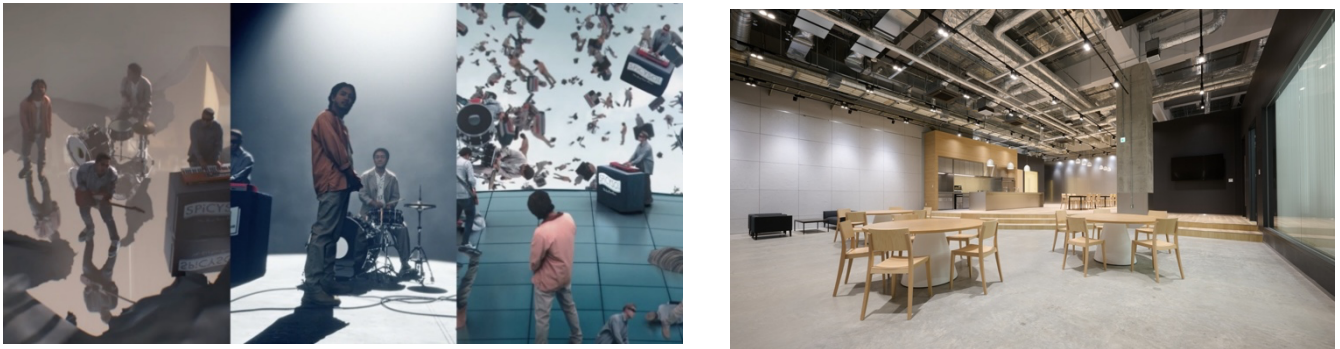
●Nikon Create Website

<https://www.creates.nikon.com/>

The information in this press release is current as of the date of publication.

About set of showreels

Nikon Creates has released a set of showreels that showcase the full volumetric video experience by featuring a popular band “SPiCYSOL” playing in three completely different worlds derived from the same volumetric video source. The showreels will illustrate the unlimited possibilities that can be realized by working with volumetric video.



Angles and sizes can be freely adjusted after the shooting, which greatly revolutionizes the production process. For example, this technology can be utilized when reshoots cannot be taken, or for situations when it is difficult to shoot a group of people together at the same time. It also eliminates the need to use cranes and other filming practices that require extra safety precautions. As all the 3D data can be captured in a single shot, only one cut is necessary. Not only does this reduce the time required of the performers and staff, but it also saves you from possibly later regretting not shooting from another angle, during the editing stage.

In addition, it greatly expands the possibilities into MR (mixed reality) and the metaverse through utilizing the 3D data from volumetric video. Nikon Creates will be promoting the use of “POLYMOTION STAGE” in a wide range of areas, including commercials, press release videos, and music video productions, as well as video contents for large-scale events and artistic or academic video productions. With our aim of “creating new imaging value”, we will be delivering next-generation visual contents together with the next generation of creators, by providing support via both hardware and software.

Images of volumetric video shooting



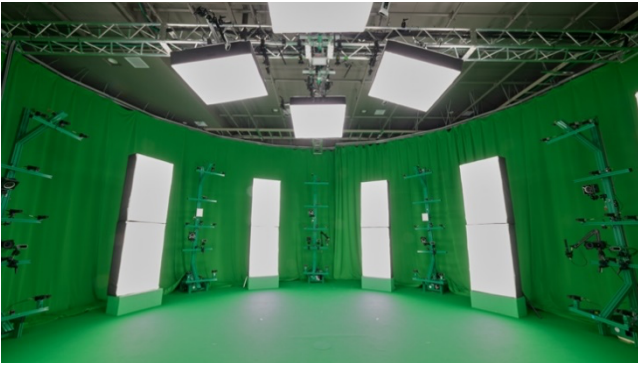
Shooting in the studio



Reproduction of 3D space



All angles, 360 degrees, can be used during editing



System for volumetric video shooting



Lobby

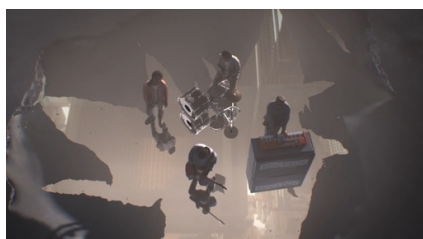
¹ Volumetric video production studio developed with partnering company, Microsoft Corporation. For more information on "Microsoft Mixed Reality Capture Studios", please visit: <https://www.microsoft.com/en-us/mixed-reality/capture-studios>

Three showreels by three creators that take full advantage of the features of volumetric video

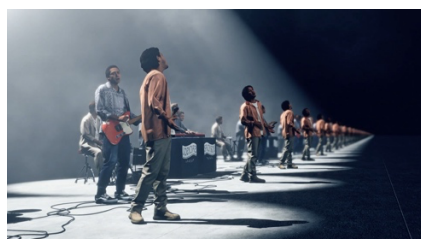
Volumetric video is a technology with which angles and zoom can be freely adjusted during post-production. To let you experience the revolutionary production process of volumetric videos, Nikon Creates asked three creators to each produce their own video using the same source data. These showreels will be released on Nikon Creates' official website and YouTube on Oct. 13th.

Unlike the usual productions where angles, frames and lighting are meticulously planned, for this project, Nikon Creates shot and produced high-quality 3D/360° data of a performance by "SPiCYSOL", a four-member band, without the creators present. This data was provided to three creators with different personalities, who later made background, composition, and other edits, resulting in three very diverse videos being created.

The three creators with distinctly differing personalities, talents and achievements selected for this project were: Hirotaka Takada, a commercial director with unique visual aesthetics who creates works that demand high-quality visuals such as automobiles and cosmetics; Atsushi Makino, a filmmaker who brings an underlying sense of nostalgia and scale to his works; and Hidejin Kato, a video director who blurs the line between reality and fantasy to express reality as if it has been expanded. You will be able to experience and appreciate how very differently a single video source can be expressed when it is produced by various creators.



Director Hirotaka Takada
https://youtu.be/RqofZI_tRN0



Director Atsushi Makino
<https://youtu.be/pltZ02RL8Jk>



Director Hidejin Kato
<https://youtu.be/CjEQ4PV6PNc>

<Reference information of showreels>

Director profiles



HIROTAKA TAKADA

After working as an editor, Hirotaka Takada began his career as a director. He gained attention for his music videos, station IDs and VJ works and later expanded his works into TV advertising and short films. Utilizing his unique visual aesthetics, he has worked on many TV commercials for such products as automobiles and cosmetics which require high-quality visuals. He has also mastered the photography and lighting techniques utilized in portraits when shooting fashion stills. Since 2000, not only has he been working as a general director, but also as a director of photography. He has been shooting a variety of still life photos in recent years.



ATSUSHI MAKINO

Atsushi Makino majored in TV & Film Graphics at the Academy of Arts Architecture & Design in Prague, where he learned drawing and puppet animation. He proceeded to the Tokyo University of the Arts where he completed the program at the Graduate School of Film and New Media. He works across multiple genres such as live action, art work, and animation, and works on film direction, art direction, animation direction, character design, and illustration. He has been awarded and screened at various international film and advertisement festivals.



KATO HIDEJIN

Kato Hidejin graduated from the Visual Concept Planning Department of Osaka University of Arts, and his film was screened at movie festivals such as the Japan-Filmfest Hamburg. He later joined a video production company as a director. His main works include advertising videos for real estate companies and automobile manufacturers, etc. In 2015, his online drama produced in China became a hit, winning the top prize in the Tudou Festival 2015 Comedy Channel category. His works include music videos, Chinese online dramas, TV commercials, online movies and many others. He was selected as one of the top 100 Japanese Motion Graphic Creators in 2020 and 2021.

Comments from SPiCYSOL

“This is the future of how music videos will be created.”

After viewing the three showreels for the first time, the members of SPiCYSOL cheered and applauded. They all had similar impressions of the results. Mr. Takada’s work “has beautiful visual aesthetics that take your breath away”, Mr. Makino’s version “is as if it’s being performed live and catches your ears”, and Mr. Kato’s showreel “is very story-like and makes you want to watch it again”.

Regarding shooting with volumetric video, the group comments that “Usually, when shooting a music video, we have to change angles and make the same movements, but this shoot was really easy as everything could be done in just one shot. The shooting time was shortened a lot.” Also, “By utilizing this volumetric video technology, we can be anywhere we want in the video. This is the future of how music videos will be created.”

Profile



SPiCYSOL

A four-member band that represents the current “SHONAN SOUND”. Their first major album “From the C”, released in Oct. 2021, topped the iTunes R&B chart. Their songs are selected in popular Spotify and Apple Music playlists and have surpassed 100 million streams to date. From Chigasaki in the Shonan area, their music is influenced by and evolved from black music such as soul and funk, and through the mellow voice of vocalist Kenny, unique and contrasting tunes are created. Their second major album “SEASONS” will be released on Oct. 26th, 2022 and they will be kicking off their five-city concert tour across Japan in November.

<Music information> Lens (song for Nikon Creates showreel), released Oct. 26th
 Lyrics by: KENNY Music by: SPiCYSOL Arranged by: SPiCYSOL