



Cornerpoint Studios debut new brand + new content technology

Australian first use of live 3D content: on point + on brand for progressive production house

Cornerpoint Studios unveiled their new brand last month, while simultaneously disrupting the industry by using live 3D augmented graphics technology for the first time ever outside of broadcast environments in Australia, at the MBA Housing Awards on September 7, 2019. Using 2D content produced inhouse and 3D Augmented Virtual Graphics (AVG) produced with Vizrt, Cornerpoint Studios utilised multi-display software to produce content usually only seen on high-end TV productions such as sporting matches, game shows, or global interest events. The content production specialists at Cornerpoint Studios (CPS) have been working with the Master Builders Association of NSW since 1999, alongside the multi award-winning International Productions. In the midst of launching their own brand, Gavin Walters, Executive Producer, Cornerpoint Studios said it was “business as usual” and they were “more excited about promoting their clients’ brand than their own”. “The CPS team managed the end-to-end pre, live, social and post production content elements for the MBA Housing Awards, including debuting never before used augmented 3D technology in this type of live, corporate event environment. Luckily we have a great client who we’ve worked with for 20 years, who trust us to produce the best content for them. They embraced the new technology and brand, and were once again thrilled with the result” said Mr Walters. Adryan Daynes, Managing Director of Cornerpoint Studios and International Productions explains the brand development. “The talent behind Cornerpoint Studios has grown to become one of Australia’s most experienced and reliable production teams. It was time to create a brand which better reflects the truly versatile work the team does outside of the International Productions banner with a diverse range of clients and agencies” “The momentum of our content production has been extraordinary. With Gavin at the helm and the addition of Stephen Hogwood as Creative Director, Cornerpoint Studios has expanded the client base, offering and work beyond an internal division and in to a brand in its own right” said Mr Daynes. -ends- Technical Notes 2D content for the MBA Housing Awards night was produced inhouse with Adobe Creative Suite whilst the 3D Augmented Virtual Graphics was produced with Vizrt software/hardware All 2D screen content was programmed into, and played out utilising the multi-display software Watchout and projected onto 2 x 16:9 screens, 2 x 3:1 blend screens, including 4 x PIP’s. 2 stage cameras, a 20ft camera jib, time-lapse and highlights camera were also used onsite. All screen content was switched using the Barco E2. Cornerpoint Studios also supplied a Social Media Production Hub which allowed for interviews with the winners to be recorded, edited and uploaded to the MBA NSW Facebook page, onsite, on the night. About Cornerpoint Studios Cornerpoint Studios is a versatile content production company that specialises in developing premium content for a wide range of partners and platforms. Working across Australia and internationally, Cornerpoint Studios are entrusted with creating content for some of the world’s largest brands A production studio at the intersection of commerce and creativity, function and form, architecture and agility. Cornerpoint. Your content. Your way. Media Opportunities Limited interview opportunities are available with Adryan Daynes and Gavin Walters. Please contact Zadro with any requests. Image: Adryan Daynes, Managing Director, Cornerpoint Studios + International Productions Image: Gavin Walters, Executive Producer, Cornerpoint Studios Image: The Cornerpoint Studios leadership team Image: The MBA Housing Awards 2019 3D augmented graphics Video link: 3D Augmentation technology Please contact Zadro for further information or to request an interview. Elizabeth Williams Group Account Director ZADRO elizabeth@zadroagency.com.au +61 2 9212 7867 +61 411 201 354

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