

## PRESS RELEASE

### Virtual Production for the Films of Tomorrow c-tv Conference 2022 at St. Pölten UAS on 2 June 2022

**This year's c-tv Conference, which will be held at the St. Pölten UAS once again, is dedicated to Virtual Production. International experts will present the latest trends in moving image production.**

**St. Pölten, 13/05/2022** – From virtual scouting through set design to visual effects in real time on set: While Virtual Production is still a rather new area in the film and TV sector, it is growing rapidly and has the potential to transform the industry.

“Virtual Production is an umbrella term that refers to the production of content using a combination of Computer-Generated Imagery (CGI), game engines, and virtual reality technologies. Through the integration of high-resolution LED screens and driven by the COVID-19 pandemic, this new production method has experienced a strong boost”, says Rosa von Suess, head of the St. Pölten UAS' educational TV channel c-tv and organiser of the c-tv Conference.

#### **New Working Method for the Core Disciplines of the Film Industry**

Since the Virtual Production of cinema hits such as “The Mandalorian” from Lucasfilm's Star Wars universe, these new ways of film and television production have become more widely known and their efficiency has been proven. Virtual Production (VP) affects many core disciplines of filmmaking: from camera work and production design through visual effects, animation, and directing to production planning.

#### **International Speakers**

Guests of the c-tv Conference can look forward to keynotes, discussions, and best practice examples by and with experts from the film and TV industry.

Some of them are:

- Lisa Gray, award-winning executive producer, pioneer of innovation and VP producer at MARS Volume, one of Great Britain's biggest VP studios
- Sven Bliedung von der Heide, director of Volucap, the first commercial volumetric studio in Germany; among its credentials are projects such as "Matrix Resurrections", "Marvel's The Avengers", and "Cloud Atlas".

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- Director Alex Martin from Switzerland reports on the concept of multi-language drama series using VP.
- Members of the companies AV Stumpfl, Lichtermacher, and Media Apparat represent the Austrian expertise on the topic of Virtual Production.

In a pitching session, students of the St. Pölten UAS present format ideas for television, over-the-top content (OTT), and mobile. A five-hour programme containing short fiction films and documentaries showcases the most recent student films.

In collaboration with expert representatives of the film and music industry division of the Lower Austrian Chamber of Commerce, master classes will be held as part of the Conference: The focus will be on relevant industry topics, and students of the master degree programme Digital Media Technologies will engage in exchange with industry experts. The event will conclude with a get-together with DJ line-up.

#### **c-tv Conference 2022 – Virtual Production**

02/06/2022, St. Pölten UAS

Participation is free of charge!

#ctvkonferenz2022

<https://ctvkonferenz.fhstp.ac.at>

#### **Fotos:**

Logos c-tv Conference, credit: St. Pölten UAS / c-tv Conference

St. Pölten UAS building, credit: St. Pölten UAS / Peter Rauchecker

#### **About the St. Pölten University of Applied Sciences**

The St. Pölten UAS is a provider of performance-oriented university education with a strong practical relevance in the areas of Media, Communications, Innovation, Digital Technologies, Computer Science, Security, Rail Technology, Health Sciences, and Social Sciences. Today the university has approximately 3,700 students in 26 study programmes and numerous further education programmes. In addition to education, the St. Pölten UAS engages in intensive research. It carries out scientific work in the aforementioned areas by adopting a cross-institutional and interdisciplinary approach. The study programmes maintain a constant dialogue with the institutes which continuously develop and implement application-oriented research projects with a strong practical focus.

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