

# Corporate Virtual Production from

# mo-sys

Lead your market  
Create more for less

Salesforce's marketing team utilise virtual production to create more, for less. They are now producing vast amounts of content quickly and with a small team from a central London office-based studio.

What impact would a steady stream of professional, broadcast quality video ads, training videos, product introductions, social media and presentations have on your business?

What if your existing marketing team could produce these videos, in house?

What if we told you they can, with a Corporate Virtual Production Solution from Mo-Sys?



95% of B2B buyers report video played a crucial role in shaping their purchasing decision (credit: Spiceworks)



85% of millennials purchase product after watching a video (credit: Brightcove)



72% of consumers prefer video over text (credit: Hubspot Research)



## What is Corporate Virtual Production

Corporate Virtual Production is a powerful tool which can be used by companies of all sizes, and of all industries to create more high-quality video content than ever before, at speed, with small teams and at a fraction of the equivalent traditional production costs. It utilises In Camera Visual Effects (ICVFX), or what can also be referred to as Final Pixel shooting which aims to capture the final shot in-camera, and in doing so avoiding costly post-production effort. These techniques, also known as workflows, come from big budget Hollywood and broadcast VFX developments, where actors perform in front of a green or blue screen which can be automatically keyed out, and more recently LED technology to display virtual scenes. As the technology and techniques have matured, businesses are now able to access it to shoot Corporate Virtual Production, in-house from their own office-based studio.

## Why should corporates consider Virtual Production

Companies are under huge pressure to create video content. This can be internal communications like presentations and announcements or lead generation and customer facing videos like training videos, new product introductions, advertising and social media. In competitive markets and in the HD world of 2023, the viewer expects this to be high quality content, and they want lots of it. Video content is proven to be effective with up to 72% of consumers preferring video over text according to Hubspot Research.

Other studies have revealed up to 85% of millennials purchase products after watching a video, and as many as 95% of B2B buyers report video played a crucial role in shaping their purchasing decision.





## What benefits and opportunities can Virtual Production offer corporate users

Whether it's for a website, customer portal or social media. Whether the viewer is an existing customer looking for a deeper understanding of your products and services, or a new client researching potential solutions. The demand for businesses to create video content has been established, but marketing teams have struggled to produce the desired quantity, within the time available, and within their budget constraints. All too often, it becomes time consuming and quickly gets expensive to shoot great videos in multiple locations. This makes it difficult for small marketing teams and the risk is they settle for producing less video, in fewer environments.

Corporate Virtual Production resets that status quo. It gives the marketing team freedom to experiment without piling up the costs, to respond quickly to market conditions and shoot in multiple environments with smaller teams who can produce rich video content quickly, cost-effectively, and all without leaving the office.



# What kind of Corporate Virtual Production systems exist

Corporate Virtual Production systems can be tailored to meet the needs of the business and the teams who'll be using them. There is no one size fits all solution, and Mo-Sys' experienced team of specialists can guide you to making the correct decisions.

Blue screen and green screen chroma key studios are popular due to their relative

simplicity and low-cost set-up. After all, a tin of green paint isn't expensive but there are other considerations like managing the studio lighting, and finding the balance between having enough light to enable a good key, that is the separation of the foreground objects like props and your talent from the green/blue backdrop while also avoiding green reflections, also known as green spill.



Green Screen



Green Screen



Green Screen



Green Screen

LED technology overcomes these key challenges as there is no need to separate the foreground from the backdrop. You display the virtual scene, or pre-recorded video content on the LED wall. The talent can see and interact with their environment, and the ambient light from the LED panels gives positive scene reflections that mirror real life and help complete the illusion. These studios are known as LED Volumes and can be built to suit the anticipated shooting

requirements of the business. LED tile specification and Pixel Pitch, that is the density of LEDs within each LED panel are key considerations. This along with the camera and lens selection, combined with the floorspace available are also important factors. Mo-Sys' experience in delivering large LED volume studios for projects like the FIFA World Cup broadcast, mean we are uniquely placed to offer expert guidance and advice to support corporate clients.



Curved LED Wall



Curved LED Wall with LED Ceiling



Straight LED Wall



Corner LED Wall with LED Floor

## How can businesses who are interested in Corporate Virtual Production prepare their marketing team

Thanks to the popularity of LED Virtual Production there is an abundance of information, support groups and on-line guidance available for marketing teams to explore. Mo-Sys is also able to provide in-person training through the Mo-Sys Academy. Established in 2021, Mo-Sys Academy provides a unique, hands-on opportunity to build confidence and learn about Virtual Production. Our experienced VP Technicians have worked on projects for Netflix, ITV and BBC so are best qualified to support you. All training is delivered through small group activities designed to transfer knowledge and give your team practical virtual production experience.



## Efficiencies and cost saving of Corporate Virtual Production

Salesforce, Sky, Ford, McDonalds and Coke are among the many big brands to have utilised Virtual Production to create ad content. In particular, the marketing team at Salesforce successfully utilised this lean approach, and content that 3 years ago required a crew of 35 in a large studio, is now being shot by a team of just 5 in a regular central London office sized studio. This brings significant cost saving and compliments the many well-documented creative benefits of Virtual Production.



## Five key benefits of Corporate Virtual Production

- **Ability to shoot more content**, cost-effectively with smaller teams
- **Speed of response** with in-house rapid content production
- **No travel and location costs** as locations come to the studio
- **Multi-media content creation** of advertisements, social media, training videos and presentations
- **High-quality broadcast level production value** via moving cameras, multi-camera switching, and use of virtual studios



## How can Mo-Sys help your businesses access Virtual Production

If you have seen an opportunity for your business to efficiently create more video content, respond quickly to market condition and improve communications through Virtual Production, then reach out to Mo-Sys. Mo-Sys is an award-winning, world-renowned manufacturer of virtual production solutions & camera robotics for Film, TV & Broadcast.

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# Corporate Virtual Production Uncovered

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VISION IN MOTION