



see movie file here - <http://www.beam.tv/beamreel/XgbXcGdJmj>

New Yorkers are unflappable by definition, but every so often even they are surprised. In 'Apples' the new PSA for City Harvest Food Rescue Organization, a young woman's boyfriend films her waiting on the subway platform for a train. The train arrives empty but full of apples... in fact, thousands of Apples spill out onto the subway platform.

"The rig was designed to clearly show the iPhone's exact position and orientation in 3D space," Kneale elaborates. "The three Canon 5D Mark 2 cameras captured the iPhone's movement from three varying perspectives. The rig had multiple LED lights attached to make the 'tracking points' clearly visible in the subdued light. The rigging simplified 80% of the work, but a lot of fine-tuning was done by hand, sometimes frame by frame.

"Full HDRI's of the location were captured," Kneale continues. "A Spheron HDR Camera was used to capture multiple 360-degree scans that provided exact survey data and lighting conditions of the whole subway platform and train. This data was used to accurately construct the virtual environment and used for everything from modeling to texturing and lighting.

"The CGI was composited into the original live action by our lead Flame artist Cole Schreiber. It was important to work at the native resolution of the iPhone and match the codec compression artifacts," Kneale relates. "Cole carefully integrated the apples into the footage by emulating the dynamic range and white balance of the iPhone, ultimately color matching the apples. Subtle details were added such as green color spill, shadows and reflections. The dynamic auto exposure changes of the iPhone also had to be matched. The tracking was given one last tweak in Flame locking the CGI into the live action.

Full details at - www.the-mill.com