

WE ARE

PIXELFIRE - A CLOSE KNOT TEAM OF TECHNICALLY AND ARTISTICALLY TALENTED PEOPLE THAT THRIVE ON CREATING REALLY COOL MOTION ART, GRAPHICS, AND INTERACTIVE APPLICATIONS.

WE LOVE TO WORK ON PROJECTS THAT PUSH THE BOUNDARIES:

BOUNDARIES OF MOTION GRAPHIC AND SHOT VIDEO, BOUNDARIES OF INTERACTION BETWEEN MOBILE DEVICES AND PUBLIC SCREENS AND MOST IMPORTANTLY THE BOUNDARIES OF THE IMAGINATIONS OF OUR CLIENTS. NOTHING MAKES US HAPPIER THAN HEARING OUR CLIENTS SAY,

“NO WAY! WE CAN DO THAT?”.

CAPABILITIES

CREATIVE



CONCEPTING & IDEATION
STORYBOARDS
MOOD BOARDS/STYLE FRAMES
ILLUSTRATION

MOTION GRAPHICS/3D



3D MODELING/TEXTURE/LIGHTING
3D/2D ANIMATION
PROJECTION MAPPING

VIDEO PRODUCTION



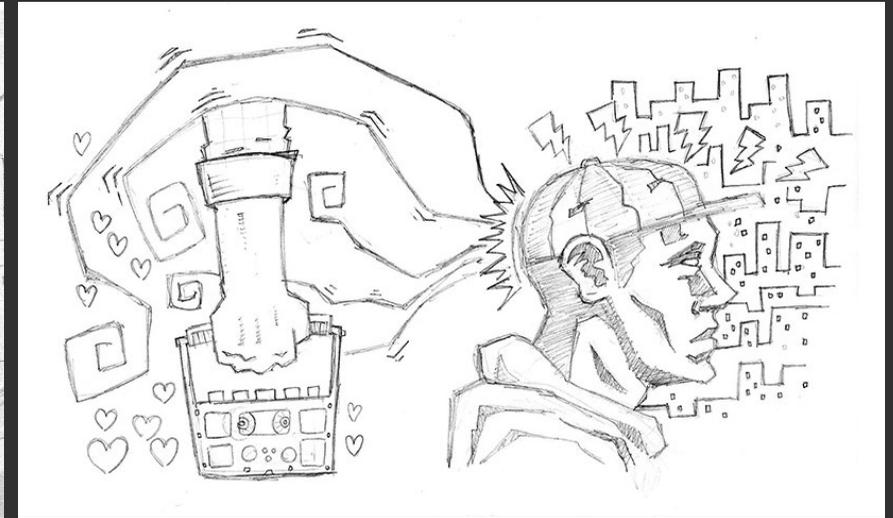
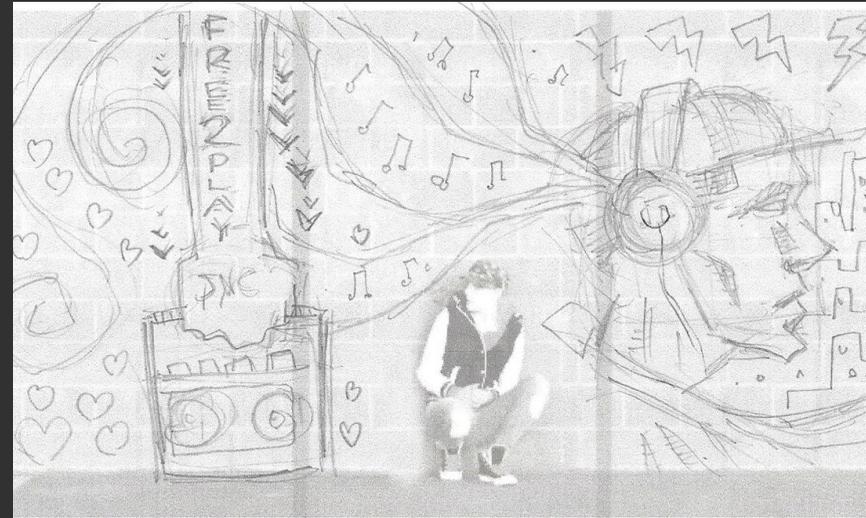
LARGE FORMAT/4K+ FILMING
EDITING/COMPOSITION
GREEN SCREEN
SOUND DESIGN

INTERACTIVE



MICROSITE DEV
UGC/PIXIT
VR, AR, KINECT, UNITY

CREATIVE:
CONCEPTING & IDEATION
STORYBOARDS
MOODBOARDS/STYLEFRAMES



Project: JVC Gummy Headphones :30

JVC asked us to develop a concept for their GUMY earbuds that was youthful, urban and fun.

The produced concept follows a young girl coming upon a graffiti wall which comes to life when she puts in her GUMY earbuds

Pixelfire produced this piece end to end; from concept to final output.



CREATIVE: CONCEPTING & IDEATION STORYBOARDS MOODBOARDS/STYLEFRAMES

Project: Planar/Samsung Architectural Screens

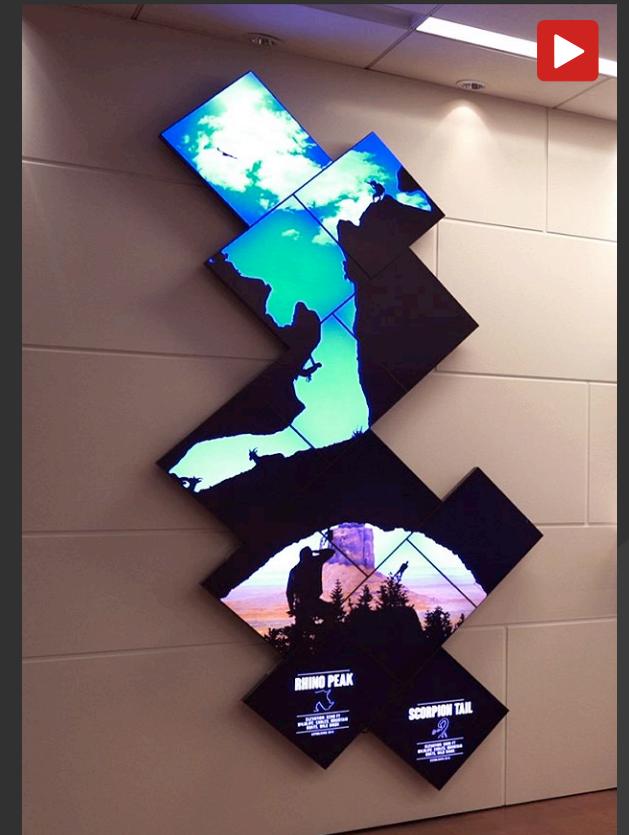
Planar's Mosaic and Samsung's Architectural Tile systems provides an excellent platform for creativity. We have created several content pieces for these screens that can be turned 360°.

We like to play with the edges of the screens and gravity in ways that make the viewer suspend disbelief in what they are seeing.

Any time you can take video out of it's 16:9 box and put it into unassumed shapes you have a great starting point for creativity.



SAMSUNG



PIXELFIRE

**CREATIVE:
ORIGINAL CONTENT FOR
UNIQUE-SHAPED SCREENS.**

In order to truly stand out we always recommend breaking the 16:9 mold.

We stare at rectangular screens all day at our desks, living rooms, and in our hands. At Pixelfire we thrive in an environment of unique shapes and sizes.



MOTION GRAPHICS/3D: Model, Texture, and Lighting

A pair of headphones, an electronic device, a Hershey's Smore or an entire underwater steampunk world; we've modeled and textured it all.

Our weapon of choice has always been Cinema4D for its great workflow synergies with After Effects.

We also have experience with both V-Ray and Octane for high quality renders as well.



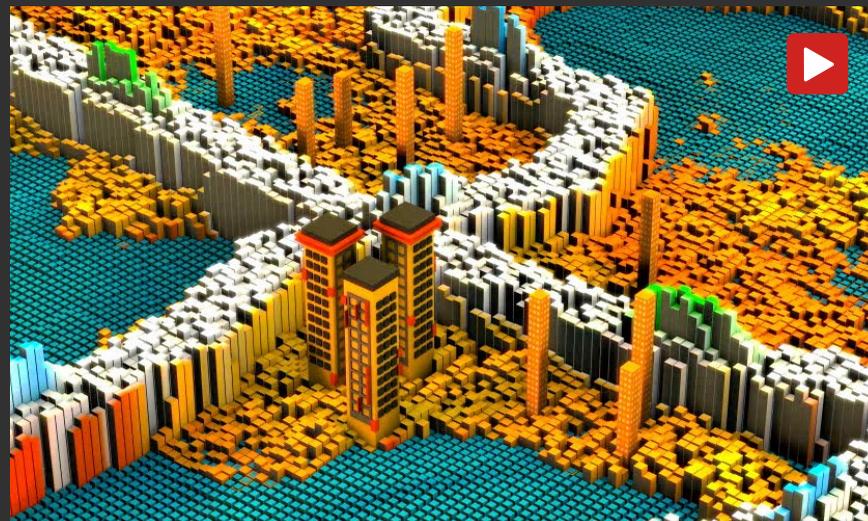
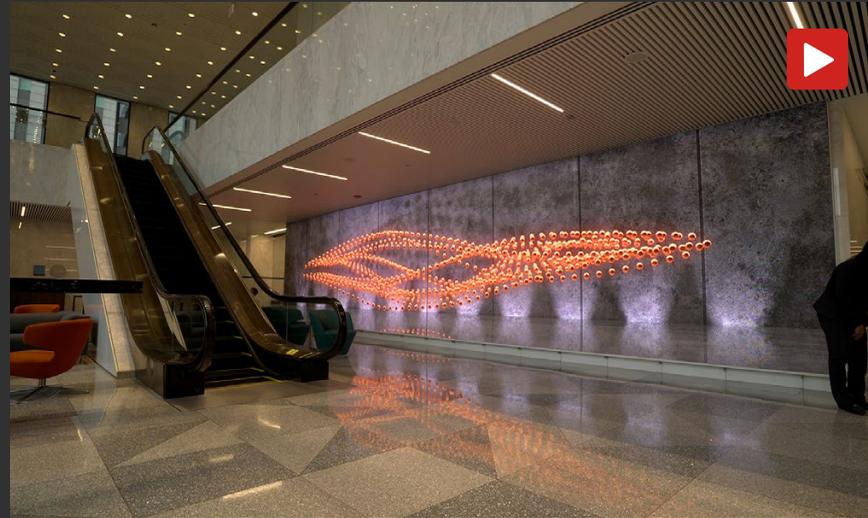
MOTION GRAPHICS/3D: 3D/2D Animation

MoGraph, X-Particles, Real Flow and more. We have all the tools, the creative juice, and technical know how to turn your motion vision into reality in 2D or 3D.



MOTION GRAPHICS/3D: Motion Art

MoGraph, X-Particles, Real Flow and more. We have all the tools, the creative juice, and technical know how to turn your motion vision into reality in 2D or 3D.



MOTION GRAPHICS/3D: Projection Mapping

Projection Mapping is an awesome way to help a brand stand out. We have experience creating content for multiple channels and mapping to intricate surfaces.

The secret to great projection mapping content is using the features of your projection surface creatively.



VIDEO PRODUCTION: Large Format/4K+

With UXHD4K just around the corner HD just doesn't cut it anymore. Everything we shoot now is 4K and some of our projects have been 12K shooting side by side Dragon REDs.

With the release of the new 8K RED Weapon the possibilities have improved for pixel for pixel content for large video walls.

Rite Aid - Beverley Hills



Microsoft - Cyber Defense Center



Aeropostale - Times Square

VIDEO PRODUCTION: Editing/Compositing

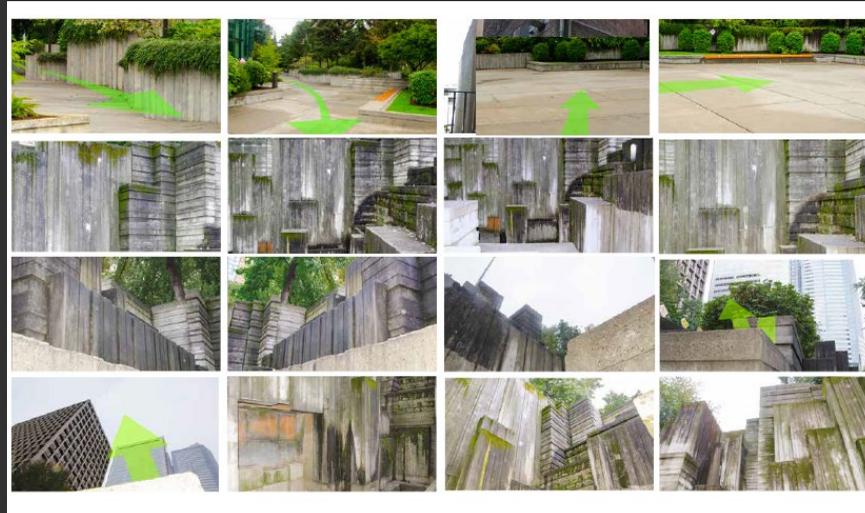
Editing is a critical part of any production and story. We bring dozens of years of non-linear editing experience to each story we bring to life.



VIDEO PRODUCTION: Pre-Production

The backbone of any project is the Pre-Production. Site selection, talent booking and rights management, lens selections, shot planning, blocking, and so much more.

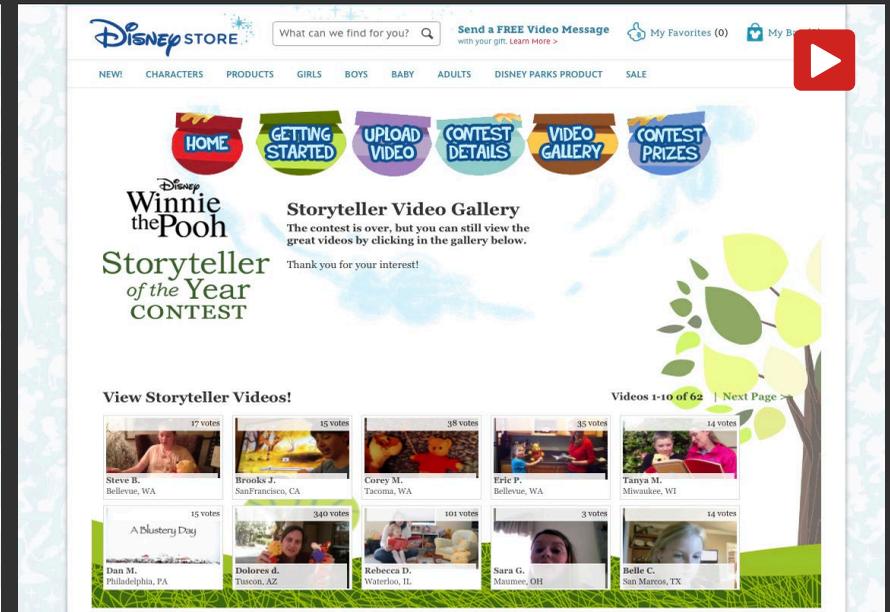
Pixelfire can take these responsibilities on fully, in part, or just coordinate with your producer.



INTERACTIVE: Microsite Development

Many of our interactive AR projects or UGC projects require Microsites built as part of the turnkey project.

No problem. We have the ability, in house, to handle ancillary web components of larger video or interactive projects.



INTERACTIVE: UGC/PIXIT

The brands we work with are constantly searching for ways to engage their customers, create ways to track the success of a campaign and leverage the power of social media.

We have created a unique platform for user generated content that boasts in incredibly robust moderation back end that makes moderating content simple and easy.

This platform is called PIXIT.



INTERACTIVE: AR, VR, Kinect, Unity

The world is still trying to figure out exactly what to do with AR and VR but there is no question that they are here to stay and both will be huge.



LIBRARY CONTENT: Motion Art

Pixelfire has created a library of motion art that can be purchased or leased for use on public space screens.

Most of the pieces have been created in 4K or larger so they fit most screens regardless of shape or size.



LIBRARY CONTENT: Nature

Our passion for hiking, travel and the out of doors has enabled us to create an enormous library of nature content from all over North America.

Whether you are looking for slot canyons in the desert or tulip fields from Skagit County we have lots of selection.



WE ARE

THANKING YOU IN ADVANCE FOR VIEWING OUR PROPOSAL. WE LOOK FORWARD TO DOING BUSINESS WITH YOU AND CREATING CONTENT FOR YOUR LOBBY VIDEO WALL THAT GETS PEOPLE TALKING!

“YES, WE CAN DO THAT!”

PIXELFIRE

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