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## **Glassworks VFX Adds Spheron's HDR Camera to its Post Production Armoury**

**Press Release – 30<sup>th</sup> July 2009, New Orleans USA**

SpheronVR AG, known globally as pioneers in HDR (High Dynamic Range) capture device technology and experts in precision engineered equipment and imaging optics, has announced that Glassworks VFX, one of Europe's leading CGI effects companies, has become a proud owner of the latest SpheroCam HDR camera.

Glassworks VFX specializes in high end digital animation and visual effects, and creates award winning commercials, promotional films and other digital content from its post production facilities in London and Amsterdam. The SpheroCam HDR will enable Glassworks to improve its lead times and place CG objects within photographed 3D environments, with all the lighting properties perfectly replicated.

"The SpheroCam HDR will be a powerful addition to Glasswork's post production armoury," said Glasswork FX's Operations Director, Bash Robertson, "It will dramatically speed up our production times, because we'll be able to capture 3D environmental pictures at the press of a button. The camera is also exceptional at recording light levels, so we'll be able to drop CG dinosaurs, cars and other objects into live action images with all the lighting and reflections accurately recreated."

The SpheroCam HDR is able to capture 360° panoramic images in a single scan. With 26 f stops of exposure and clarity of up to 50 mega-pixels, the SpheroCam HDR provides the optimum image quality for 3D image rendering. The camera is also exceptional at recording spatial data, using its immersive measurement technology, and enables CG objects to be placed into any location - bridging the gap between real world photography and computer graphics modeling.

Peter Taylor, Spheron-CGI's Business Manager, said, "We are delighted that Glassworks VFX has chosen to invest in Spheron's HDR camera technology. As with many of our clients, Glassworks often has to cope with the short lead times that come from working on fast-paced onsite projects. Being able to render environments quickly and accurately is critical to their success. The SpheroCam's ability to accurately record spatial data and lighting levels in a single scan, allows Glassworks' production teams to rapidly recreate virtual sets from HDR images."

Along with CG film animation, Spheron's HDR camera has been in demand in a range of industries, including video games development, architectural surveying and car production. Since its launch, the SpheroCam has proven to be a valuable asset for any company needing to create 360° panoramic images, where the boundaries between the real world and the digital world disappear.

Spheron will be holding demonstrations of the latest SpheroCam HDR Camera, and other devices in its range, at the Siggraph Computer Graphics Exhibition in New Orleans USA, from August 3<sup>rd</sup> – 7<sup>th</sup> at stand # 2228.

If you would like more information about the SpheronCam HDR or other products in the Spheron range, contact Spheron VR's Business Manager, Peter Taylor.

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### **About SPHERON-VR AG**

SPHERON-VR AG is one of the most innovative companies in the area of visual information technologies. Core products of the German headquartered company are digital HDRi camera systems for full spherical photography, as well as workflow-integrated image processing and database applications.

Designed to fit the needs and requirements of many industry sectors, the company's major markets are Photorealistic Visualization & Computer Graphics (CGI) and database driven Visual Asset Management solutions in the areas of crime scene investigation, security, fire and tactical training. Comprehensive service offerings complete the professional portfolio.

SPHERON-VR AG is based in Germany, where it develops, manufactures and delivers its technologies and solutions. Strategic partnerships and sales channels allow SPHERON-VR AG to offer its unique portfolio to a worldwide market.

Additional information is available on its website: [www.spheron.com](http://www.spheron.com)