CASE STUDY

BMW China breaks into the world of xR for car commercials

When BMW China made its first foray into extended reality (xR) production for a television commercial for its i3 electric Sedan, the company enlisted the help of Beijing-based BLUEBOX xR Studios with their highly-equipped virtual studio and expertise.

Summary

In this case study you will learn how the Disguise xR workflow, featuring two VX 4 media servers and four RX II render nodes served as the entire xR control system for the groundbreaking commercial shoot.

The spot showcases the making of the commercial itself and features the luxury vehicle against animated graphical backgrounds which include a cityscape, night sky and a vast desert. xR production was chosen as the best option to relate the commercial's narrative and integrate the values and performance characteristics of the BMW vehicle into the unusual storyline.

BIG BLUE, owner of BLUEBOX xR Studios, uses virtual production as the go-to for automotive advertising. With it, the team can design many kinds of virtual spaces in the studio and capture better ambient reflections, real-time sky lighting, and WYSIWYG (what-you-see-is-what-you-get) shots, for more efficient shoots.

With the Disguise xR workflow delivering the virtual content created in Unreal Engine, the BIG BLUE team knew their tried-and-tested technical approach would not encounter any difficulties during the project's short turnaround.
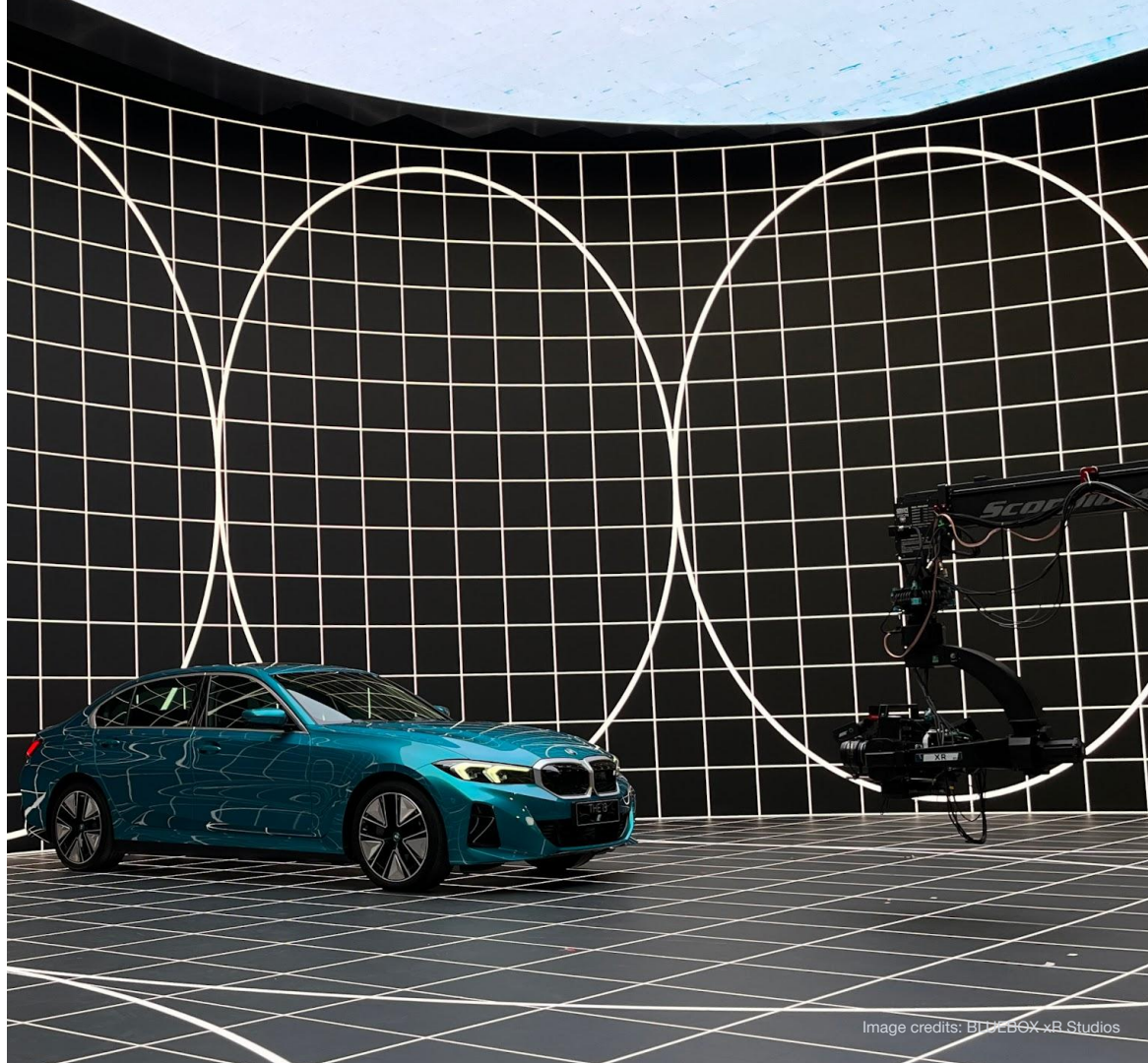
The challenge

During the project planning stage, BIG BLUE provided the client with technical previews and some creative suggestions, as well as advice about how to use the characteristics of xR to better fit the needs of the product.

With BMW China expecting ultimate quality and reliability, the team initiated a testing phase to prove the viability of the xR equipment complement, which, in addition to Disguise technology, included a 26 x 7-metre ROE BP2V2 LED panel, Brompton processor, a 16 x 8-metre LED canopy, two Sony CineAltaV2 cameras, a variety of lenses and ARRI lighting. The commercial was shot in 4K 10-bit SDR for maximum quality.

Image credits: BLUEBOX xR Studios

The solution

Disguise China provided BLUEBOX xR studios with training together with technical and hardware support.

Although BLUEBOX xR Studios was founded in April 2022, the core team has used Disguise for more than 40 virtual shoots in the last two years as a complete technical solution for virtual production. BIG BLUE CTO and Virtual Filming Technical Director, Vno Hu, has been a Disguise user for seven years and counting.

" *Disguise's excellent stability and quick set-up for adjustment were important guarantees for BMW's virtual shoot, the results of which gave viewers a completely new visual experience.*

Vno Hu | CTO & Virtual Filming Technical Director
BLUEBOX xR Studios

Image credits: BLUEBOX xR Studios

Results

Together with Disguise, BIG BLUE is constantly updating and optimising its technical solutions in the hope of providing better results for clients.

The BMW shoot was the team's second commercial shot in 4K 10-bit SDR, and the studio was more than satisfied with the results.

Watch here

1

week for Unreal Engine content production

2

days for live build

2

days for xR Shoot

Image credits: BLUEBOX xR Studios

Disguise equipment used

VX 4

Optimised for playing up to four times uncompressed 4K60 and lossless 10-bit video, the VX 4 powers content of the highest quality at any scale.

Find out more →

RX II

RX II is our dedicated system for hosting content from real-time render engines, unlocking 40% more graphics processing power than its predecessor.

Find out more →

FABRIC

Fabric is our pre-configured network switch that quickly and seamlessly connects Disguise servers - streaming 4k content without latency or dropped frames

Find out more →

In Partnership with

Director Team

Director: Qi Tianzuo
Production Supervisor: Guo Dawei
Executive Producer: Gao Qianwei
Producer: Ji Feng
Cinematographer: Shen Yang
Lighting Designer: Zhou Shi
Art Designer: He Yang
Props: Luo Xiaorong
Stylist: Zhao Ying
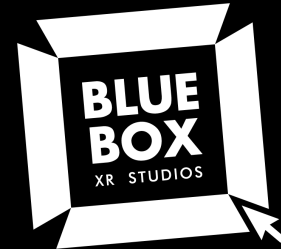
Virtual Filming Team
Virtual Filming Project Director: Na Yanjun,
Zhang Fengqing
Virtual Filming Technical Director: vno.hu
UNREAL ENGINE Content Production Director:
Shu Shanyi
Virtual Filming Technical Engineer: Hanken,
Peng Fei, Pei Yichen
LED Screen and Processor System Engineer:
Zhang Yanzhi, Shen Quan, Ma Gu

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Get in touch

Curious to know more about us?
Want to master our production toolkit?
Need support on your project?

Our team will be happy to speak to you,
whatever your query.

Get in touch

Get Started