

CASE STUDY

Lenscrafters commercials

PSYOP Creative Collective, New York



Psyop Creative Collective, based in New York, has a history of producing innovative imagery for its clients and it was no different for the Lenscrafters commercials they produced for the US market. As part of the spot the company used hanging strings of beads as 3D tracking markers. However when it came to removing them they were stumped as the set was highly stylised to fit the mood of the ad but the reflections on the floor made removing the markers problematic. They looked for possible solutions and were steered towards Imagineer Systems' **mokey** by the local reseller.

"When we contacted Imagineer they were immediately helpful, testing the viability of using the software before we invested, and assisting us throughout the post-production process," said Pakorn Bupphavesa, Artist at Psyop.

The workflow demanded that the tracking markers be removed before the effects were added in their Discreet system. The shots were taken into **mokey** where the Psyop team tracked the background and then the foreground elements to be removed.

"The tracking process was surprisingly simple, considering the problems caused by the reflections on the floor, we were able to get good results in no time at all with Imagineer's assistance," said Bupphavesa.

Then using the 'remove module' they were able to remove the hanging beads leaving the required shot. In some cases multiple passes were used, each pass dealing with a new element to be removed or repairing artefacts left by the previous pass. The final step was using **mokey's** 'grainsurgery module' to add grain to the areas where the beads had been removed from so it matched the rest of the shot.

The final spots, which aired earlier this year in North America have been very well received and according to Bupphavesa, "mokey really saved us a lot of painful and time-consuming hand painting and gave us the quality results we and our clients demand."



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