

Moment Factory Innovation

Digital Twins for Immersive Location-Based Entertainment

NVIDIA GTC

March 2024



A photograph of the interior of a cathedral, likely Notre Dame de Paris, during a nighttime event. The architecture is illuminated from within, with blue and white lights highlighting the Gothic arches, columns, and intricate stonework. A large, solid yellow rectangular box is overlaid on the center-left portion of the image. Inside this box, the words "MOMENT FACTORY" are printed in a bold, black, sans-serif font.

**MOMENT
FACTORY**



Contents

- | 1. The trick(s) behind the magic.
- | 2. Exploring new paradigms
- | 3. Future pipelines - What's next ?

01

The trick(s) behind the magic.



We create

SHOWS



LUMINA NIGHT WALKS



THEMED ENTERTAINMENT



CEREMONIES & EVENTS



EXPERIENTIAL MARKETING



CONCERTS

We create

DESTINATION



MOMENT FACTORY
CULTURAL &
EDUCATIONAL



PUBLIC SPACES



ARENAS & STADIUMS



RESORTS & CASINOS



RETAIL
EQUALEMFSCHOOL
6

420

EMPLOYEES

23

YEARS

550

PRODUCTIONS

5

OFFICES

Montréal

Paris

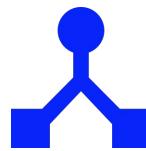
Tokyo

New York

Singapore



VFX



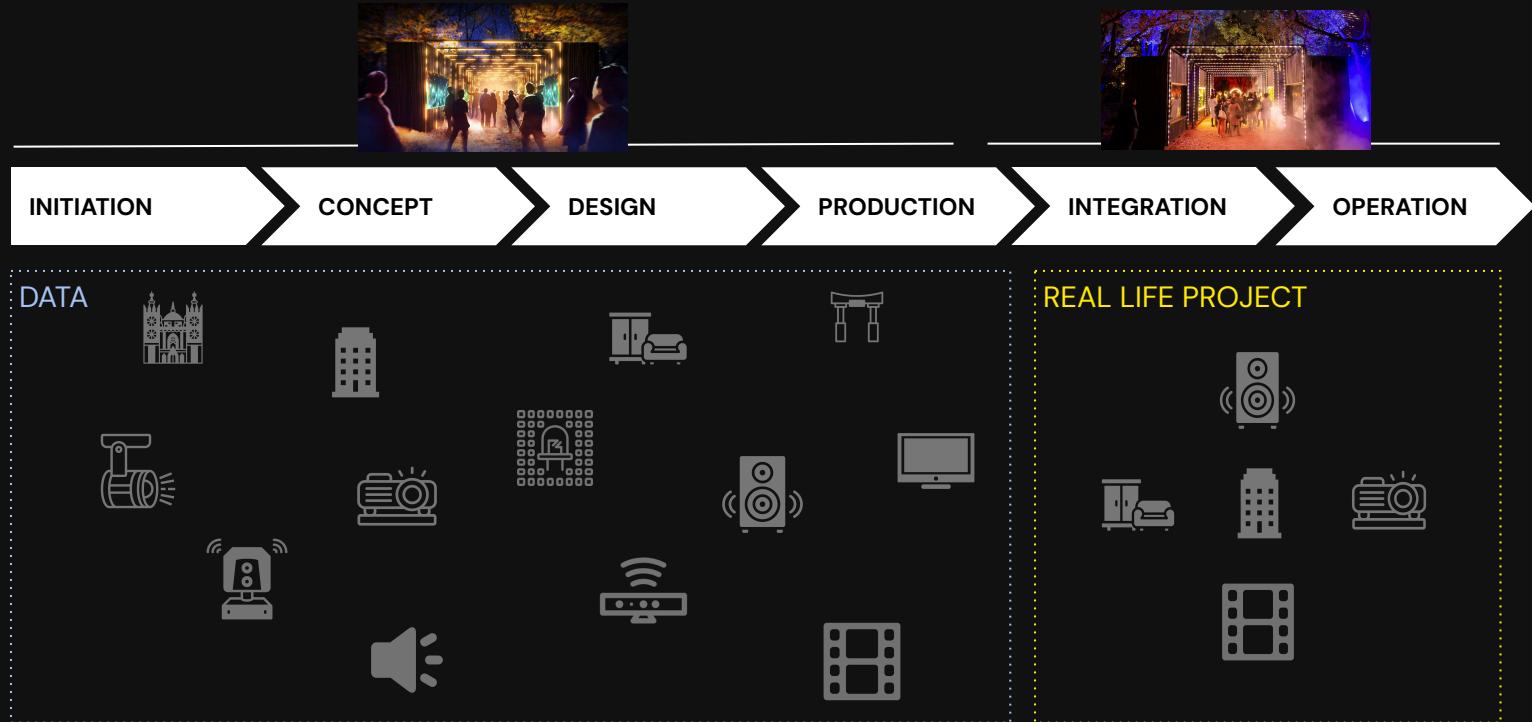
GAMING



ARCHITECTURE
& SCENOGRAPHY



Our process



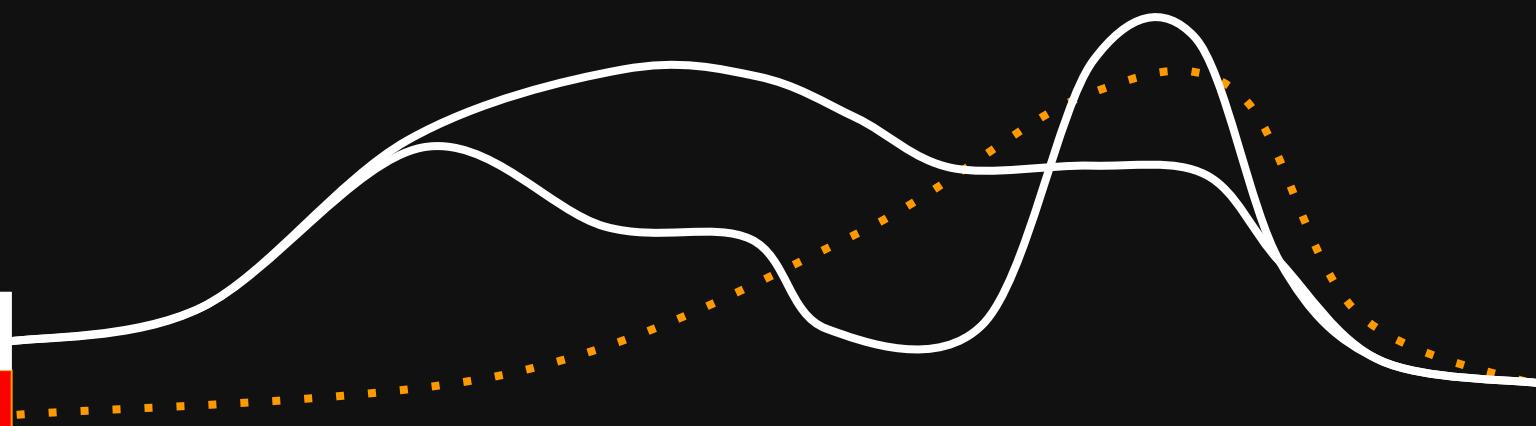




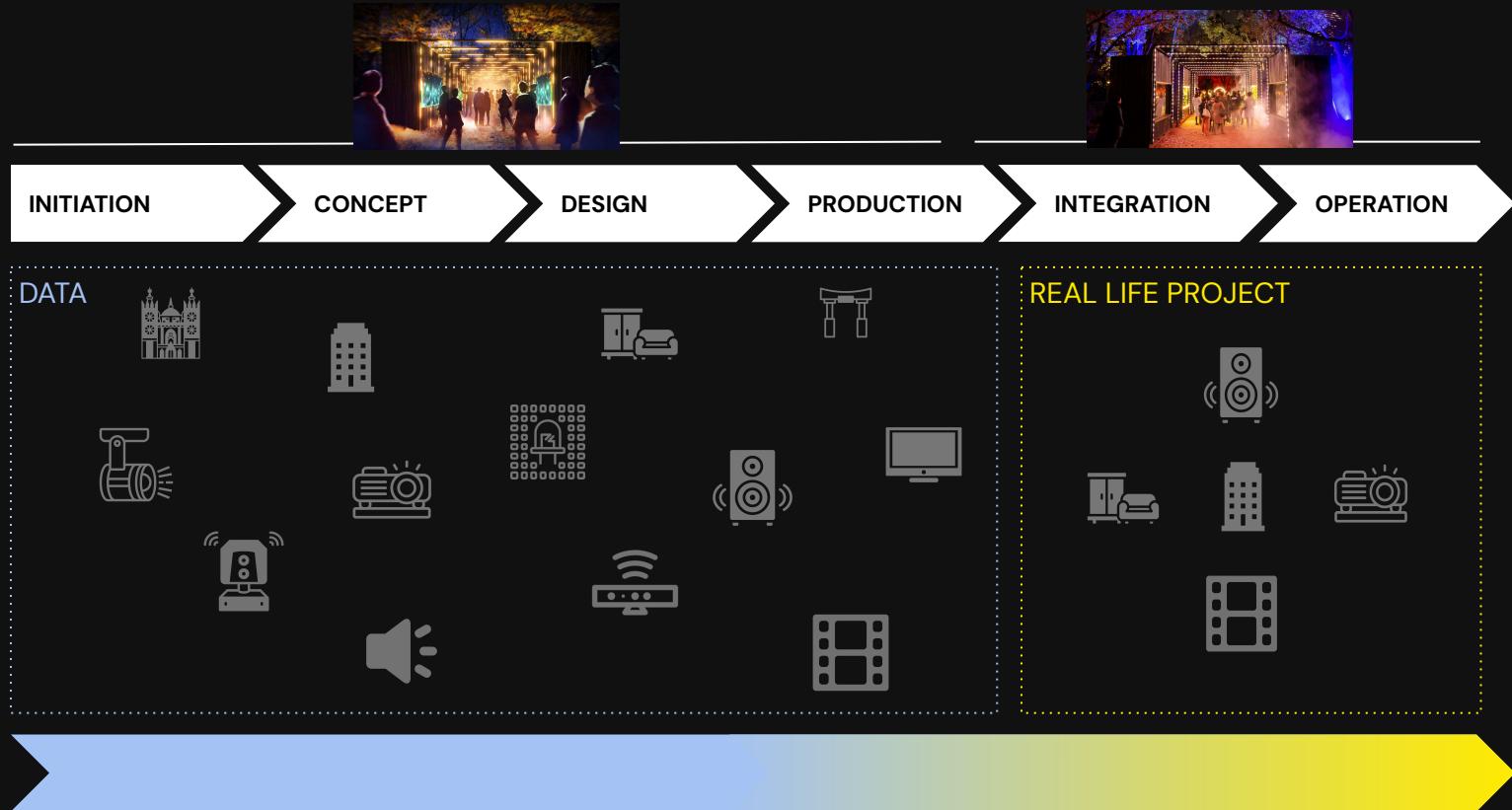
Our process



CREATIVITY
IMPACT OF
CHANGE



Our process

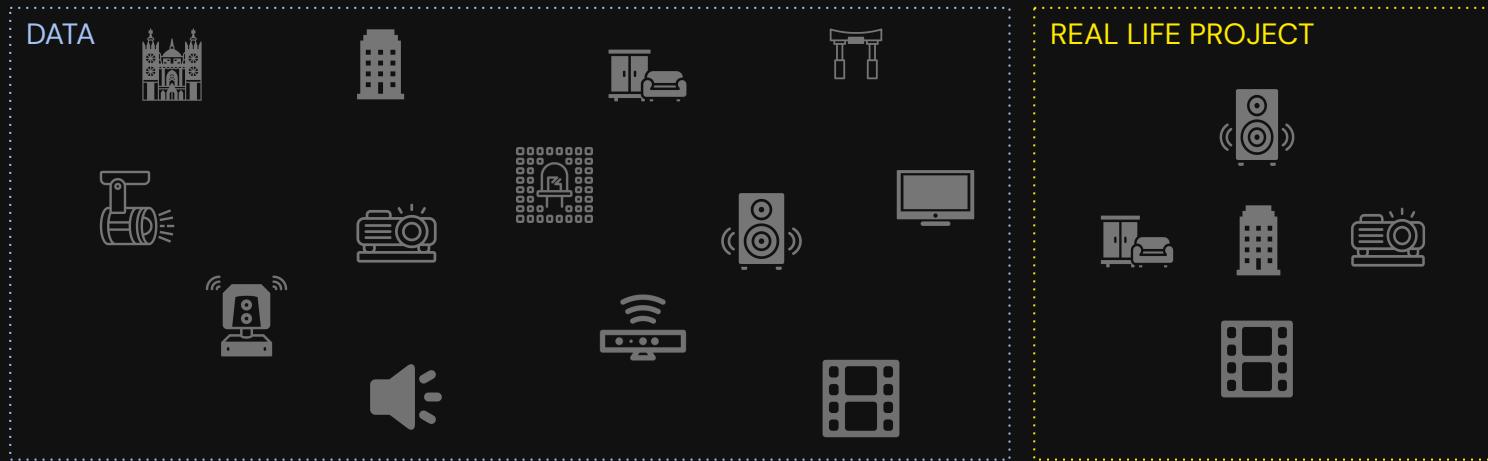


02

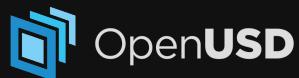
Exploring new paradigms.



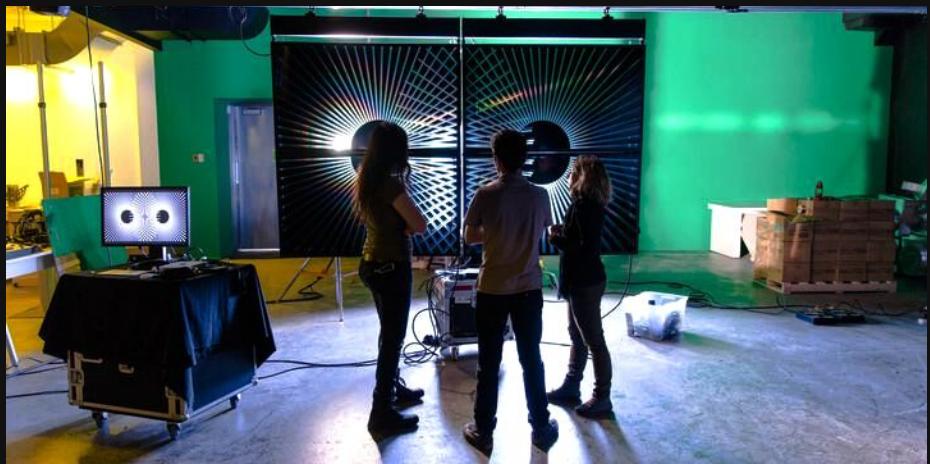
Digital Twins ?



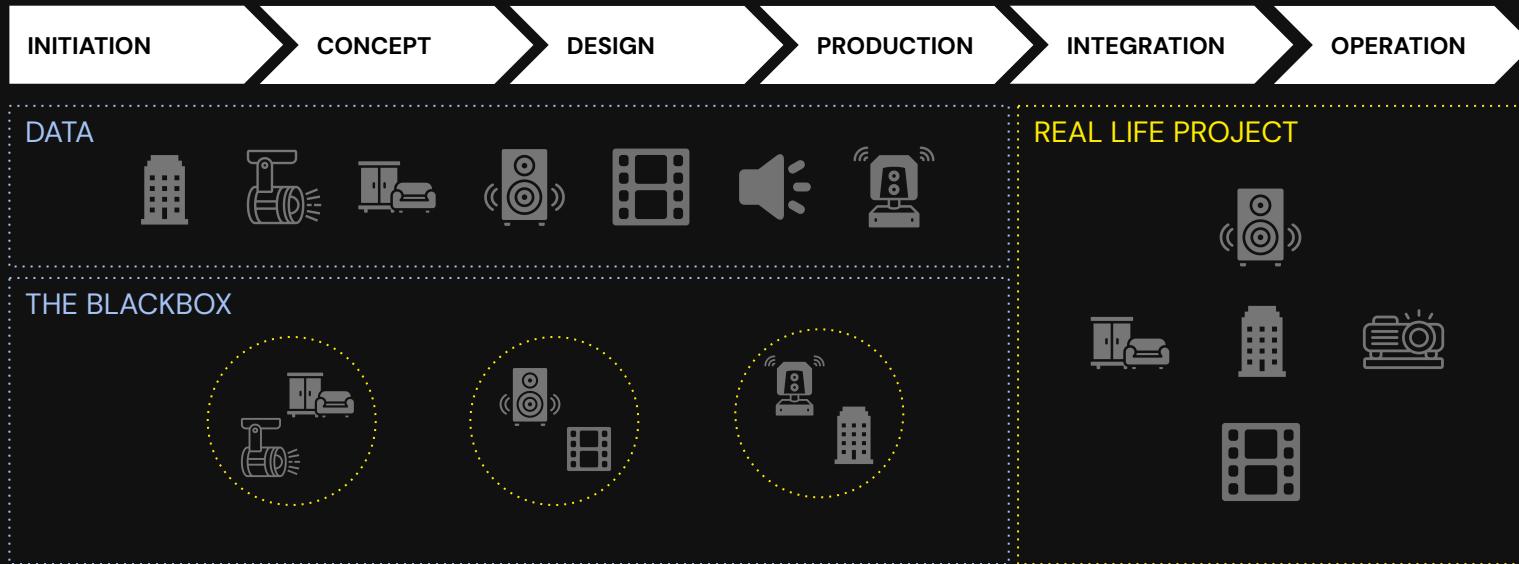
Digital Twins ?



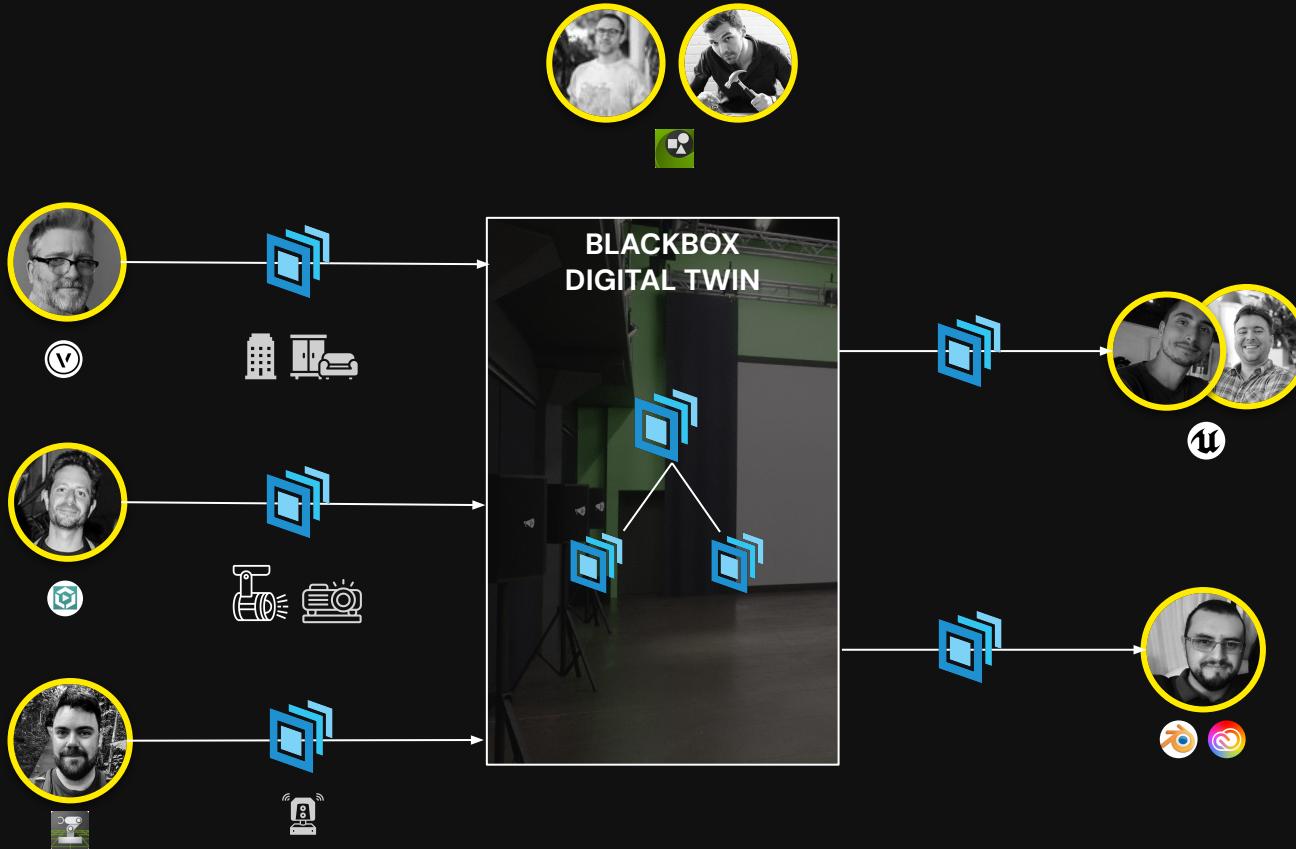


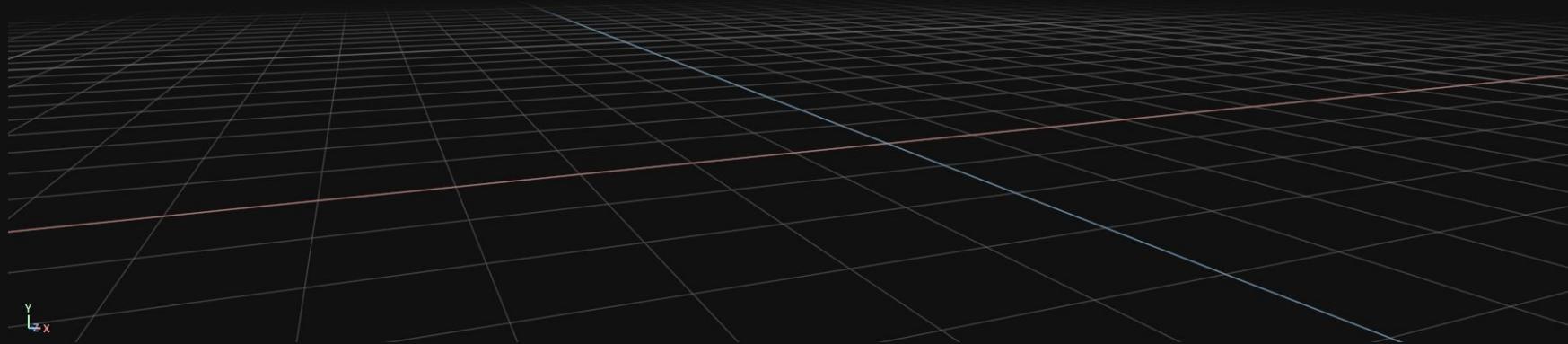


The Blackbox lifecycle



Pipeline













y
L
x





y
z
x





y
L
x



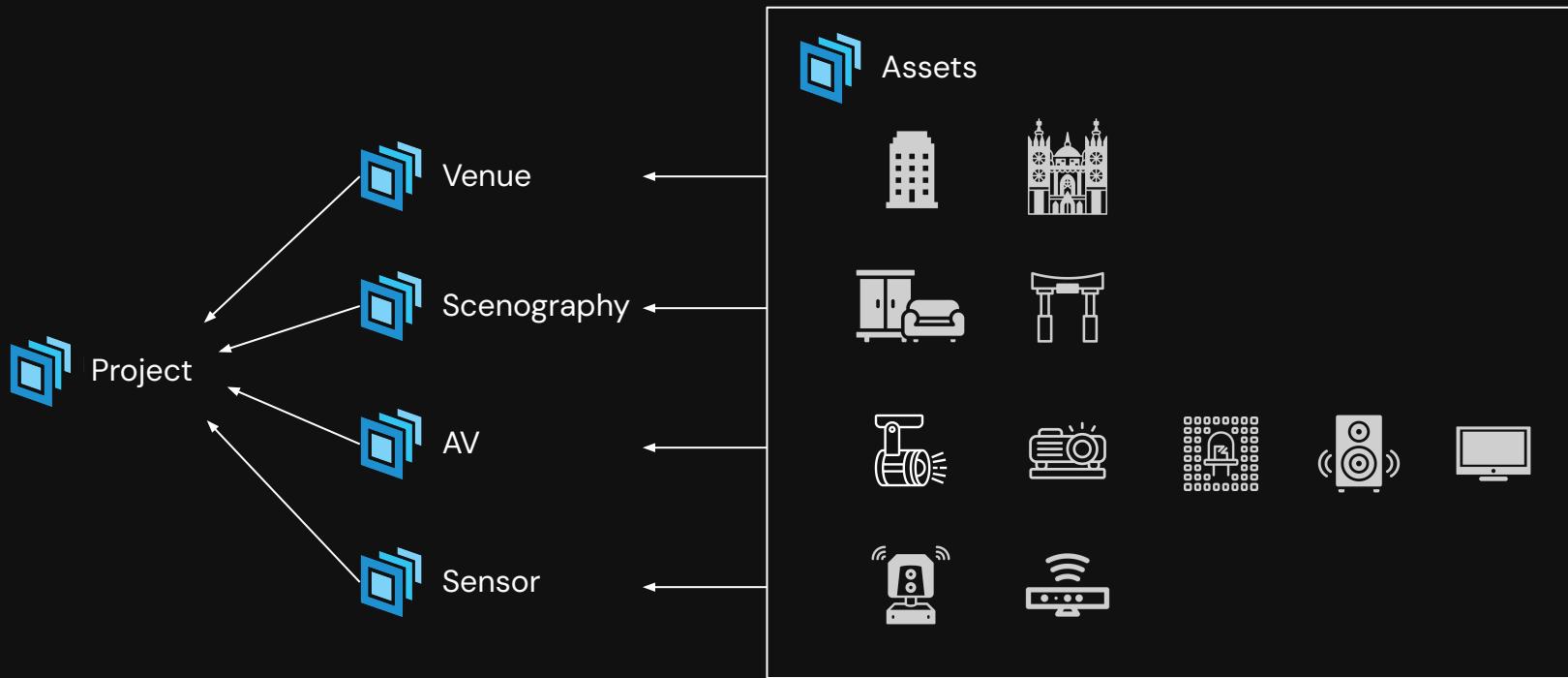




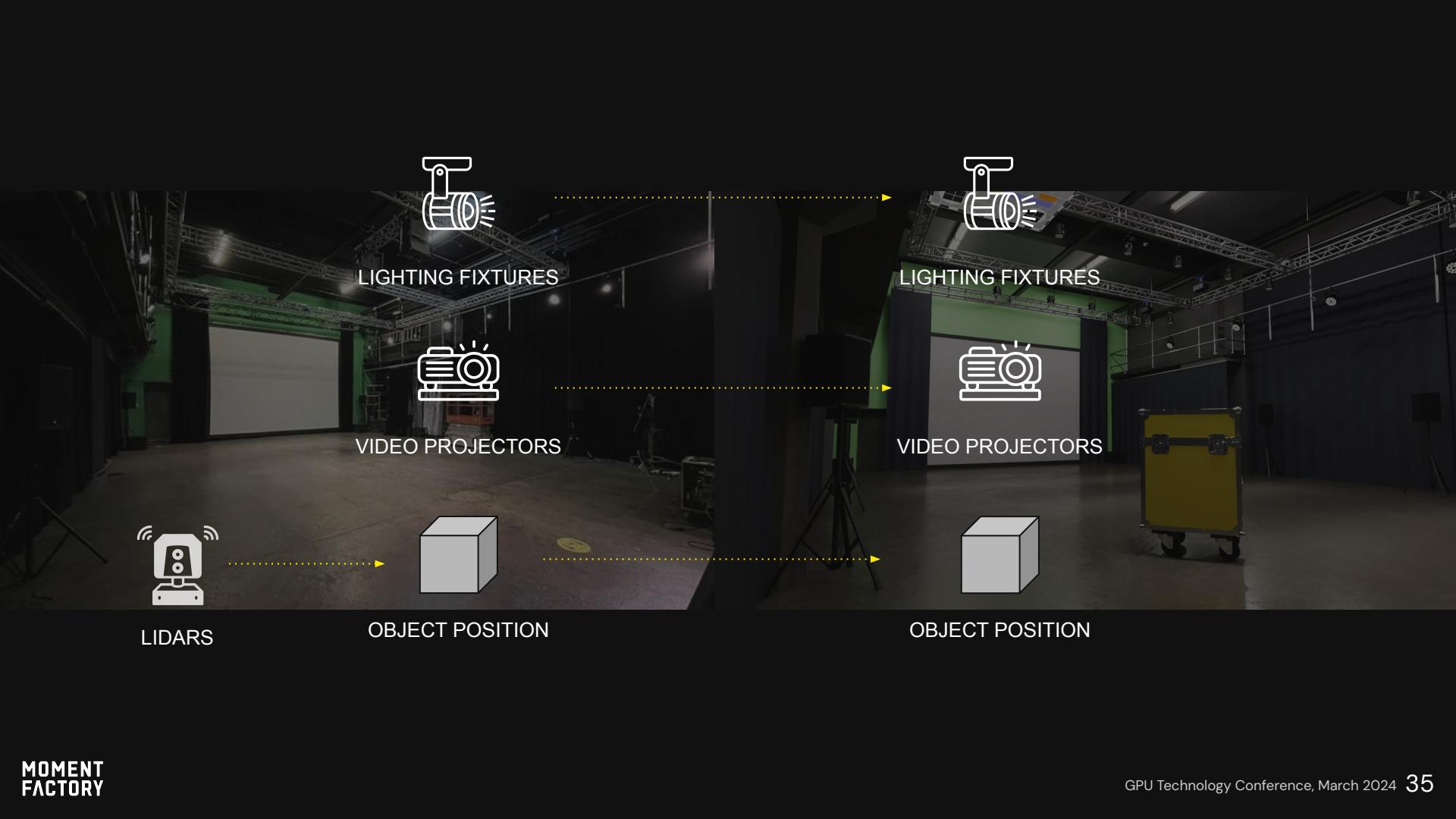




USD Composition









LIGHTING FIXTURES



LIGHTING FIXTURES





VIDEO PROJECTORS



VIDEO PROJECTORS





LIDAR



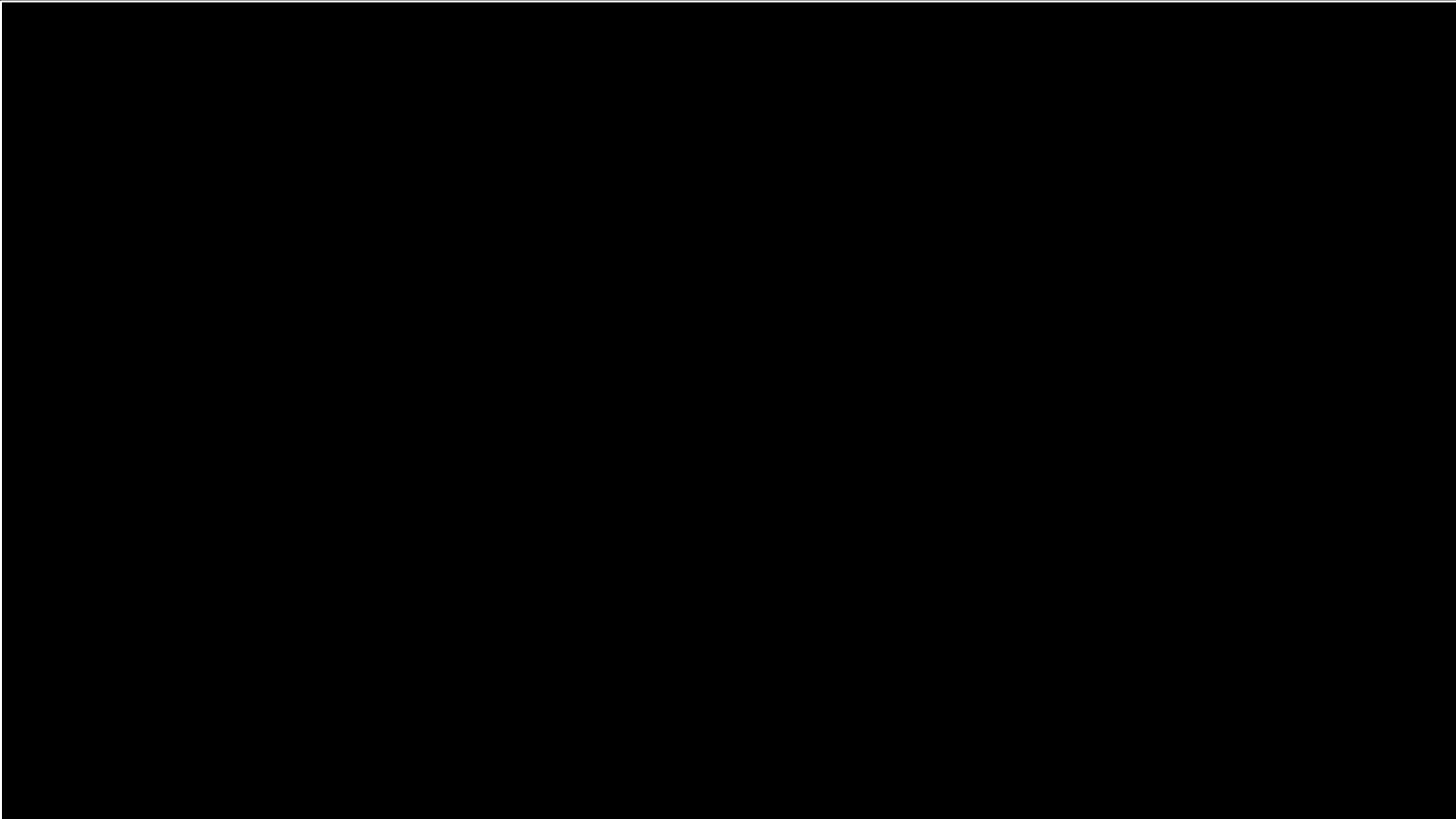
OBJECT POSITION



OBJECT POSITION



Demo video



Omniverse extensions



<https://github.com/MomentFactory>



NDI™ Extension



Lidar simulator



MPCDI Converter



MVR/GDTF Converter

03

Future pipelines.



What is left to digitize...

DIGITAL TWIN

OPENUSD 3D MODEL



REAL LIFE PROJECT

SPACE



DATA STREAMS



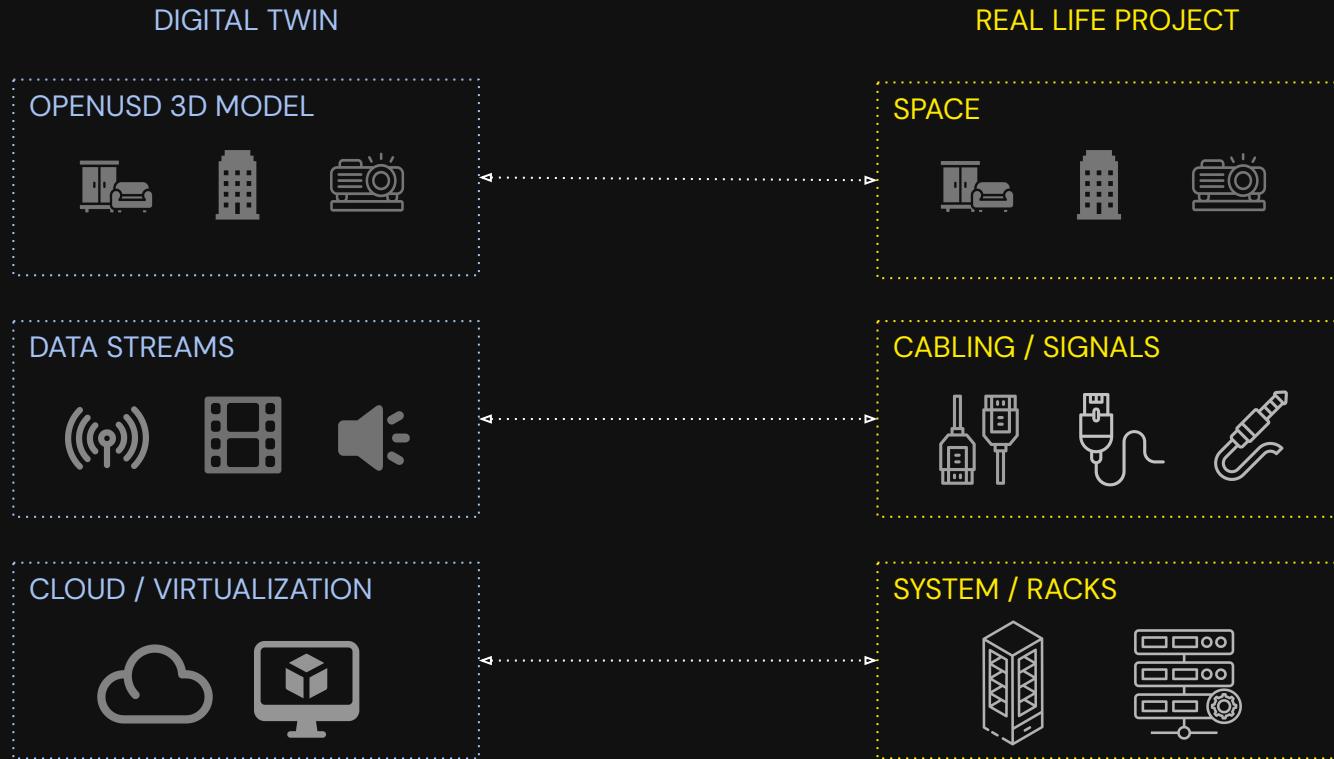
CABLING / SIGNALS



SYSTEM / RACKS



What is left to digitize.





Semantic
Environment
Digitization

Prompt to
adaptive
texturing

Responsive
storytelling

A wide-angle photograph of the interior of a cathedral, likely Notre Dame de Paris. The architecture features intricate Gothic details, including pointed arches and detailed stonework. The ceiling is high and vaulted, with multiple levels of arches. Stained glass windows are visible, letting in a soft, colored light. The overall atmosphere is dramatic and atmospheric, with deep blues and blacks dominating the scene.

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QUESTIONS?

A wide-angle photograph of the interior of a cathedral, likely Notre Dame de Paris, during a nighttime event. The architecture features intricate Gothic details, including tall columns, pointed arches, and a complex ribbed vault ceiling. The lighting is dramatic, with blue and white spotlights illuminating the structures and creating long shadows. In the center of the image, large, bold, white capital letters spell out "THANK YOU". In the top right corner, there is a black rectangular overlay containing the white text "MOMENT FACTORY".

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THANK YOU