

3D Film and TV

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Plowman Craven

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Just as silent films gave way to the talkies, so visual effects have brought a whole new dimension to the movie world of the 21st Century.

Hertfordshire-based measured surveys company Plowman Craven has been at the forefront of the revolution, offering the film and television industries a range of excitingly innovative services.

From GPS setting-out of locations and sets through to the sub-millimetre scanning of objects and maquettes, via camera tracking, set scanning, full 3D modelling and the complete scanning and modelling of heads and bodies, **Plowman Craven offers state of the art equipment and techniques allied to in-depth experience.**

The company's solid track record in this field is formidable. Its recent VFX projects have included work on the HBO TV series 'Rome' and a run of hit movies that includes 'Batman Begins', 'The Phantom of the Opera', 'Pirates of the Caribbean II', Warner Brothers' 'Harry Potter IV' and 'V', 'The Da Vinci Code' and 'V For Vendetta', as well as the soon to be completed production 'Stardust', starring Michelle Pfeiffer and Robert De Niro.

Plowman Craven is the proud partner and European service provider for Hollywood-based Gentle Giant Studios, a growing relationship built on the American company's primary position in all aspects of scanning, sculpting and modelling for the entertainment industry in the USA and

Plowman Craven's wealth of experience in providing geomatics services for the entertainment industry in the UK and Europe.

Between them, these two innovative and vastly experienced companies now provide the majority of VFX data capture, processing and 3D modelling for the film industry globally.

Bespoke digital data sets are produced to any required size, ranging from small-scale PreVis maquettes of characters through to such large-scale sets as the Batcave and Westminster Abbey.

Together, Plowman Craven and Gentle Giant have the experience, the skilled teams of people, the enthusiasm and the know-how to create the movies as a virtual world.

Plowman Craven brings to cinema some 40 years of solid experience in the measured survey industry – experience that includes work on some of the world's most exciting building projects, on major railway and other infrastructure projects and on the reconstruction of major crime and accident scenes. It has been a pioneer of 3D measuring techniques in all these fields.

Tasks now routinely carried out for film and TV VFX teams includes the 3D recording of sets and locations using terrestrial LIDAR laser scanners and photogrammetry; the close-range scanning of heads and/or bodies to provide digital doubles; the tracking of camera location and movement using digital total station theodolites; the



setting-out of both large and small-scale set designs using high-grade GPS receivers and total station theodolites; aerial photogrammetric surveys to capture large-scale DTMs (Digital Terrain Models) for digital reality, for set extensions and as surfaces for digital crowd scenes, and digital photographic services to capture texture.

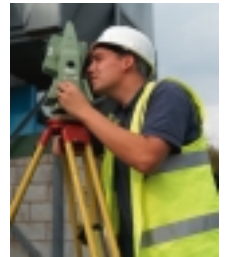
Polygonal mesh, surface and solid or NURBS and subdivision models of sets, locations, objects large and small and of people are expertly created in any required format (including .obj, .ply, .stl).

"We usually work on set or location in teams of two or three before processing the survey data back at the office." Explains Plowman Craven 3D's Duncan Lees, adding, "We can scan around 20 people a session on a good day and then model each one in three to five man hours. At the other extreme, the highly complex modelling of Hogwarts at sub-millimetre resolution took three person months."

But there's an added bonus when using Plowman Craven 3D's services. The company's extensive experience of the TV and movie industry means it is adept at using an integrated technological approach that **keep costs down – a benefit that is passed on to the client.** Time and cost implications are always discussed with clients in depth to optimise value for money without compromising standards. **Accuracy, speed and efficiency are bywords.**







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