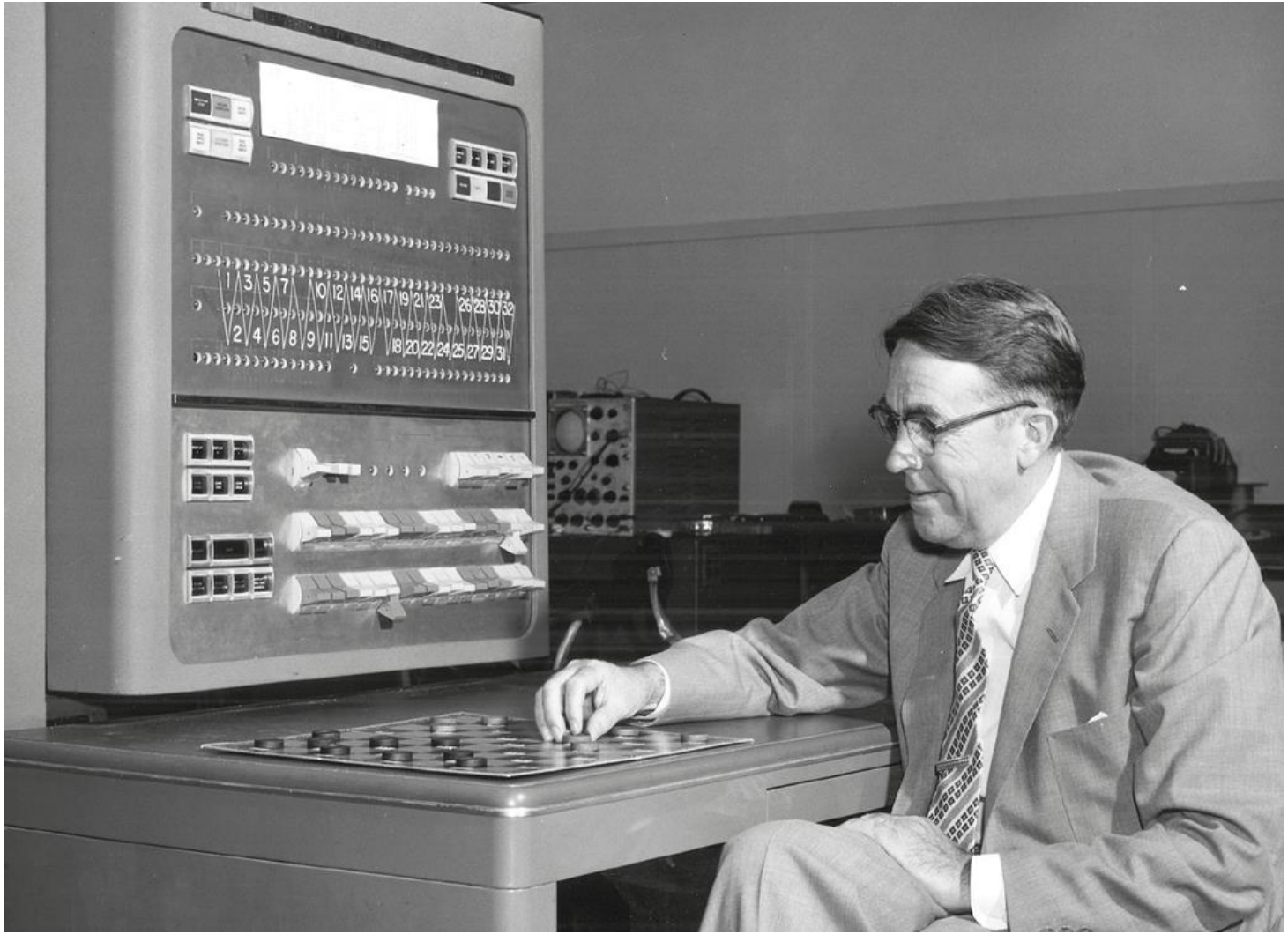


Gen-AI & Virtual Production

Using emerging technologies to level up your visual content



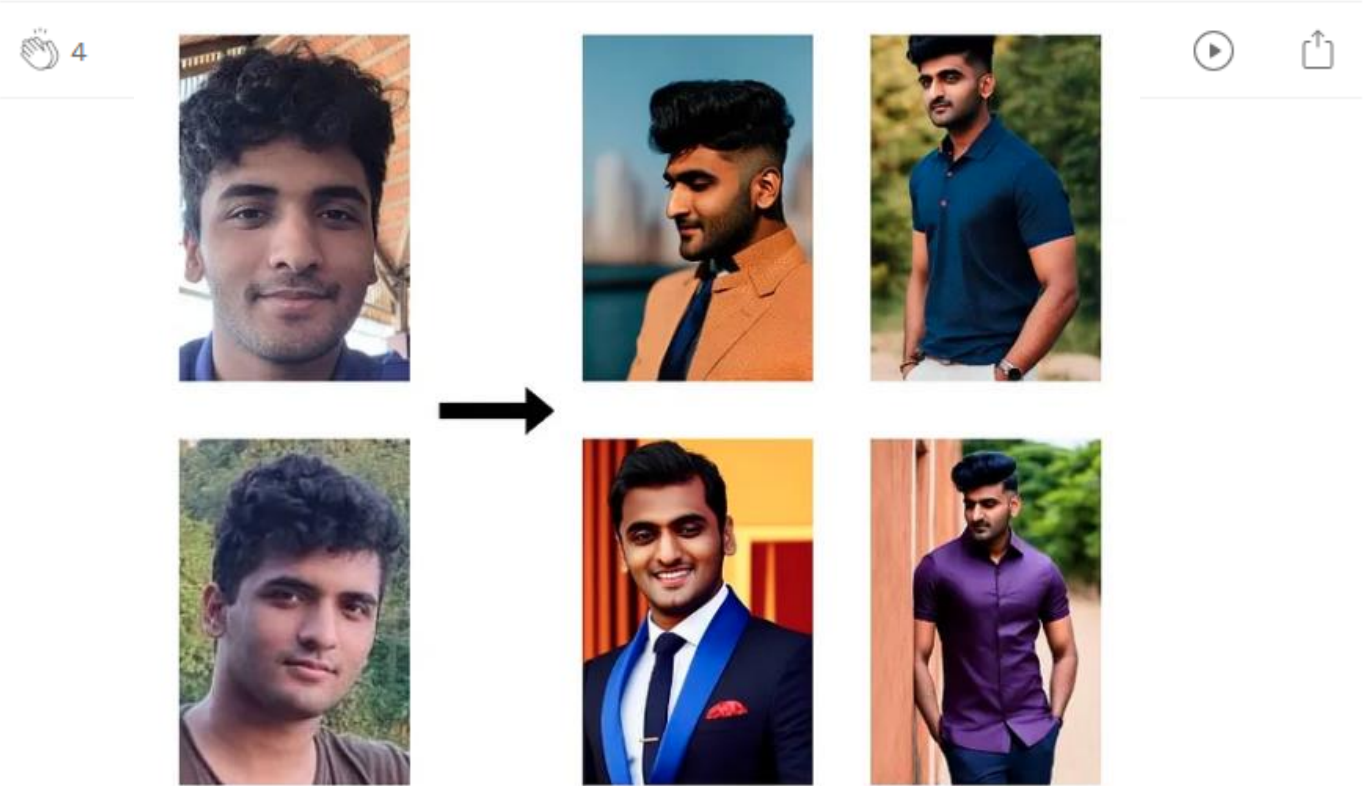


Complete Guide: Generative AI for Online Dating



ActionPic · Follow

3 min read · Nov 13, 2022



This person's hair was overtrained: use different haircuts in the input set of images to avoid this.


Generative AI in Production - 2022

The New York Times

THE SHIFT

An A.I.-Generated Picture Won an Art Prize. Artists Aren't Happy.

"I won, and I didn't break any rules," the artwork's creator says.

 Share full article



 1523



George Tatakis · Sep 13, 2022 · 7 min read



Will artificial intelligence (AI) replace photographers?

Humans have been creating art since the beginning of time. From cave paintings to pottery to Michelangelo's Sistine Chapel, artists have used their creativity and imagination to produce works that evoke emotion and tell stories. In recent years, artificial intelligence (AI) has begun to create its artworks, using algorithms to generate images that are sometimes indistinguishable from those created by humans. But can AI-generated images ever truly take the place of human photographers?

Spoiler -- That paragraph above? I didn't write that. That was generated by artificial intelligence (openAI).

Prompt

high quality photography of a young Japanese woman smiling, backlighting, natural pale light, film camera, by Rinko Kawauchi, HDR



Midjourney Alpha v1

Prompt

high quality photography of a young Japanese woman smiling, backlighting, natural pale light, film camera, by Rinko Kawauchi, HDR



Midjourney Alpha v2

Prompt

high quality photography of a young Japanese woman smiling, backlighting, natural pale light, film camera, by Rinko Kawauchi, HDR



Midjourney Alpha v3

Prompt

high quality photography of a young Japanese woman smiling, backlighting, natural pale light, film camera, by Rinko Kawauchi, HDR



Midjourney Alpha v4

Prompt

high quality photography of a young Japanese woman smiling, backlighting, natural pale light, film camera, by Rinko Kawauchi, HDR



Midjourney Alpha v5

Prompt

high quality photography of a young Japanese woman smiling, backlighting, natural pale light, film camera, by Rinko Kawauchi, HDR



Midjourney Alpha v6

Prompt

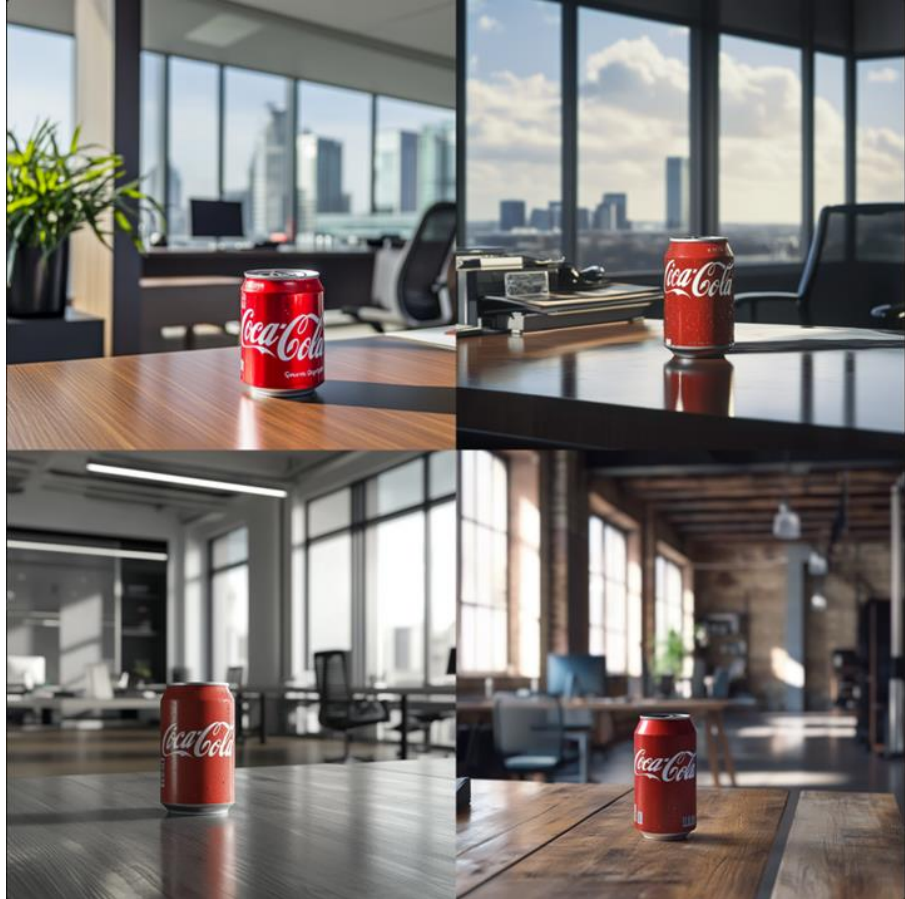
high quality photography of a young Japanese woman smiling, backlighting, natural pale light, film camera, by Rinko Kawauchi, HDR



Midjourney Alpha v6.1

Prompt

a coke can sat on a desk in a modern office



Midjourney Alpha v6.1

Prompt

*refy glow and sculpt primer sat on a
bathroom countertop in a luxury
british home*



Midjourney Alpha v6.1



Prompt

refy glow and sculpt primer sat on a bathroom countertop in a luxury british home



Midjourney Alpha v6.1

VP Screenshot Backdrop Image



Enter Virtual Production



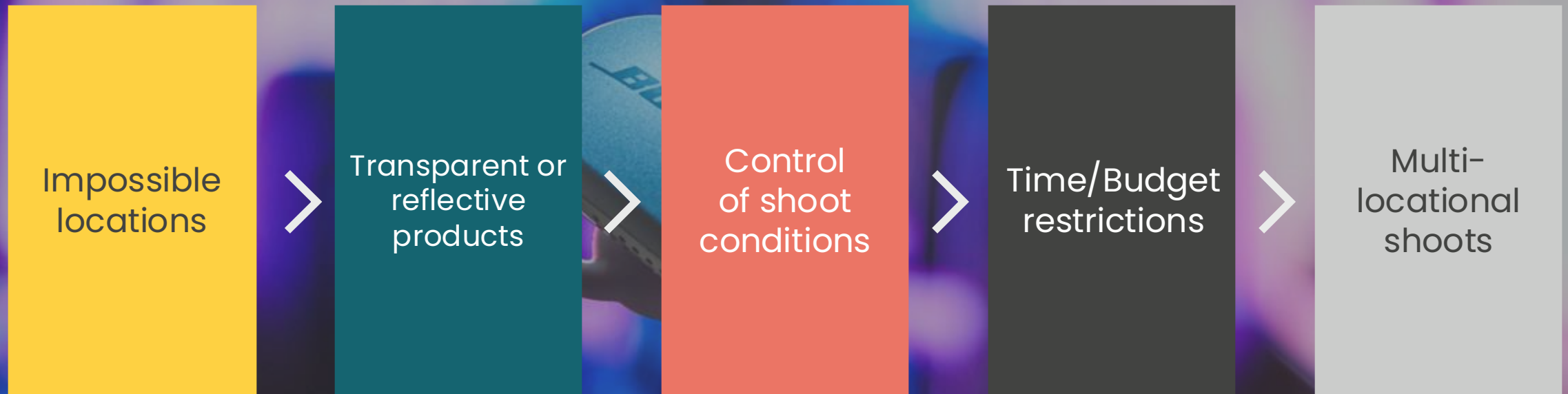








When's good to use





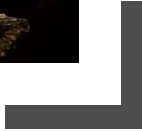
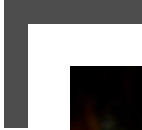


Generative AI enters the chat

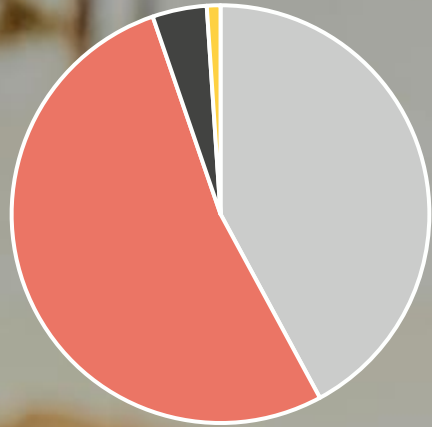


POWER HOUSE



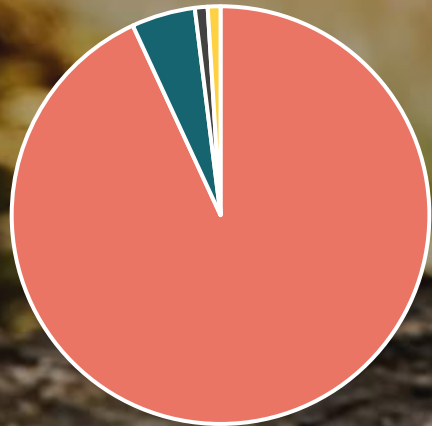


Virtual Production



0.07 tonnes CO₂e

Location Shoot



19.21 tonnes CO₂e



POWER
HOUSE

■ Non-filming spaces ■ Filming spaces ■ Travel and transport ■ Accommodation ■ Materials ■ Post-production





**Look at Gen-AI as a
tool rather than a
takeover**



Retain your brand authenticity
rather than relinquish it.

HARIBO
Yellow Bellies



Embrace new approaches to overcome inescapable challenges



**Virtual Production isn't suitable
for every brief.**



Thank you



Powerhouse
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