



**DEMOCRATIZING**  
**SOCIAL-TV**  
**ADVERTISEMENT**

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# 2005–2009 DIGITAL ARTIST TECHNICAL DIRECTOR

9 FEATURE FILMS

BEST VFX  
AWARD WINNER

CUSTOM SOFTWARE FOR  
**SHAKE**, NUKE, MAYA,  
AFTER EFFECTS



Making of  
KM31 / Feature film

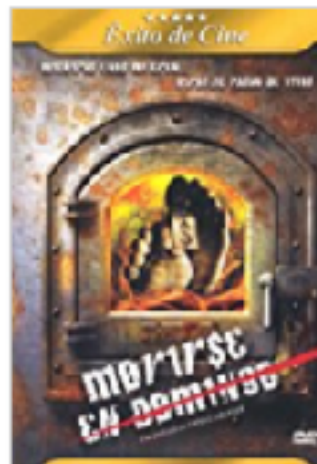
## Known For



KM 31: Kilometre 31  
Visual Effects  
(2006)



Fuera del cielo  
Visual Effects  
(2006)



Never on a Sunday  
Visual Effects  
(2006)



This Is Not a Movie  
Visual Effects  
(2011)





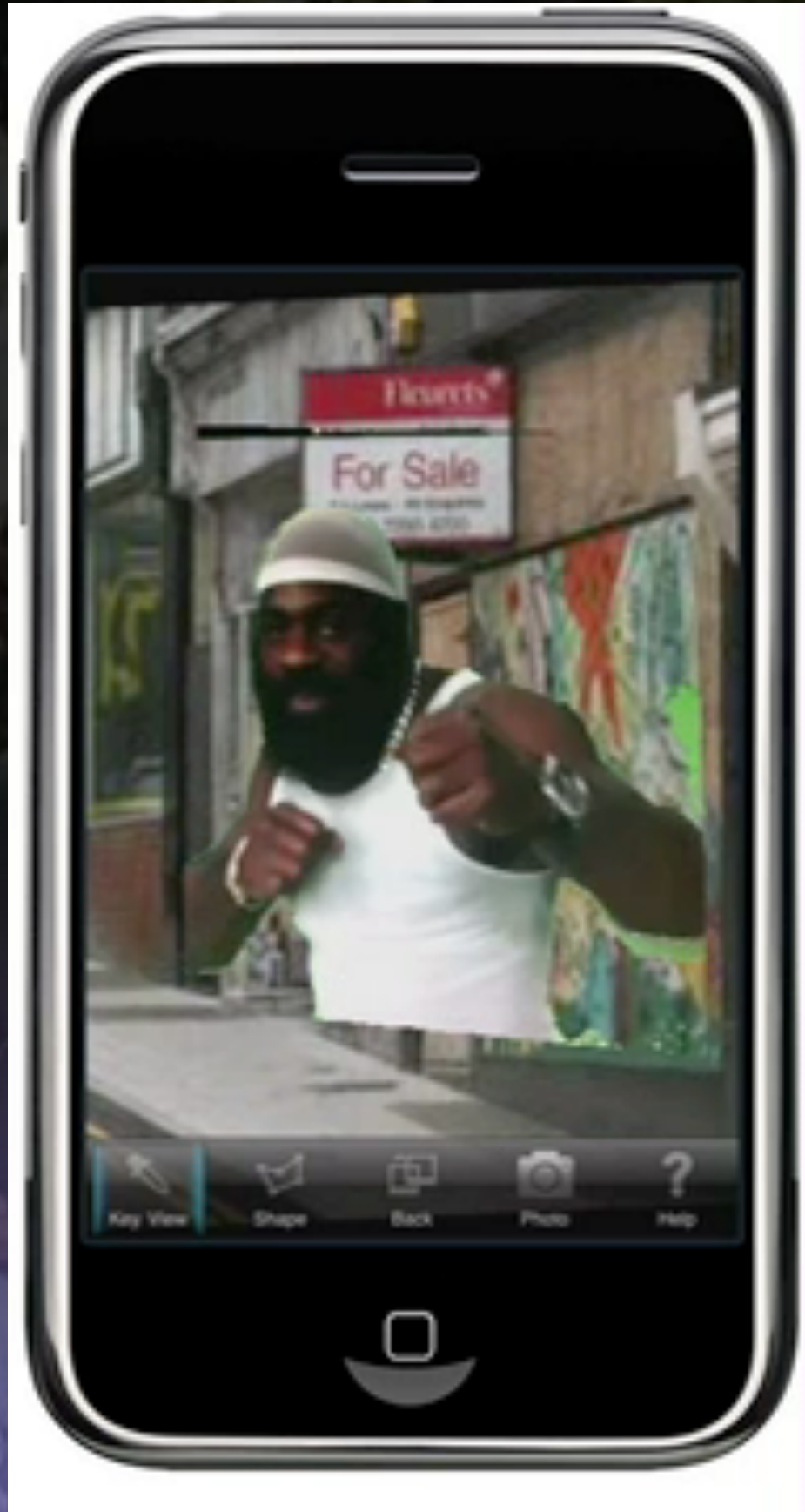
2010

AUGMENTED  
REALITY

RAXT  
STATE OF THE ART  
AR ENGINE



iPhone 4S

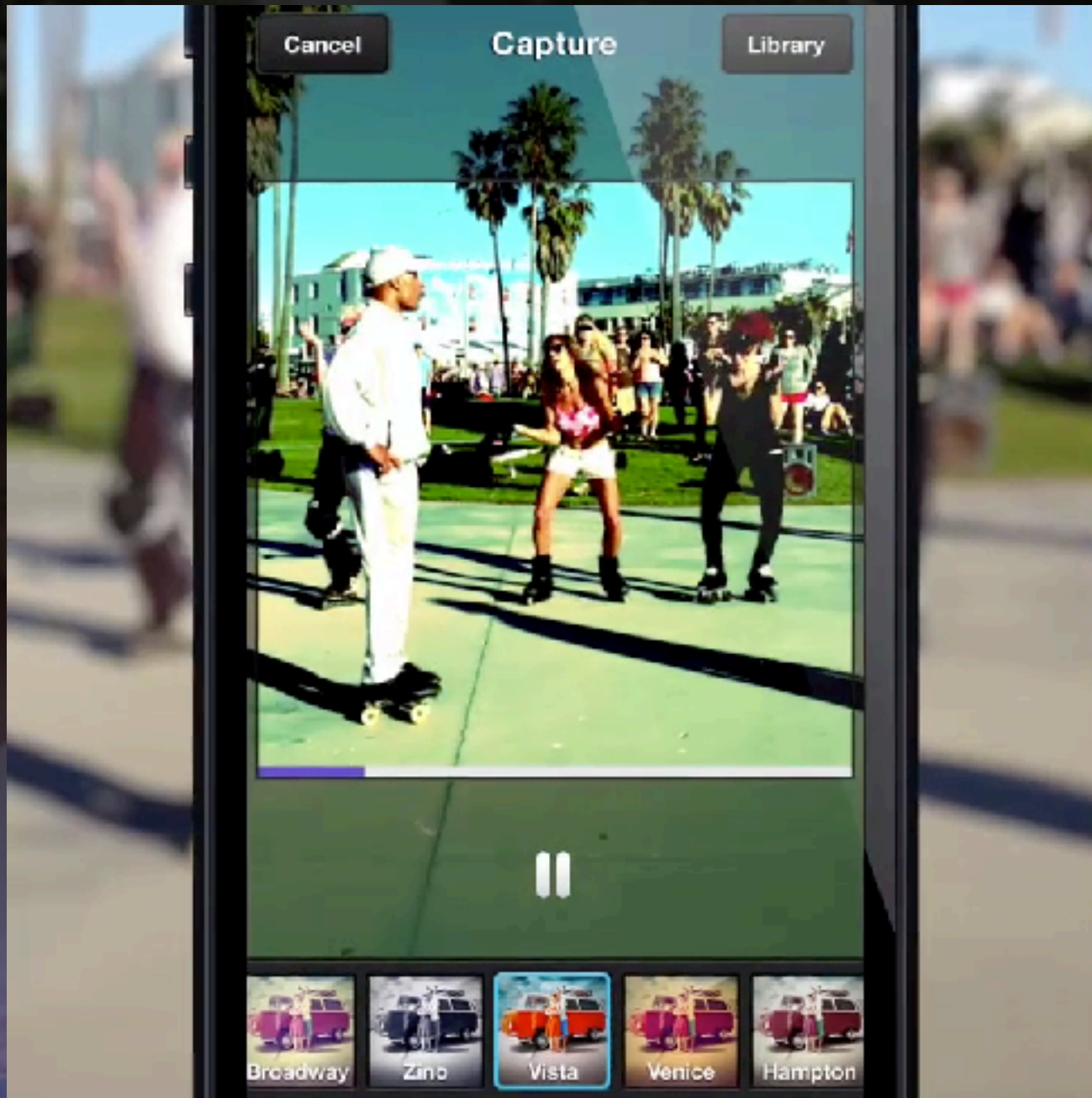


2011:  
**KROMATH**

THE FIRST  
**LIVE VIDEO  
CHROMA-KEYER  
FOR SMARTPHONES**  
– MASHABLE



iPhone 5



2012: VIDDY  
THE INSTAGRAM  
FOR VIDEO

LIVE VIDEO FILTERS  
BEFORE INSTAGRAM  
STATE-OF-THE-ART  
VFX ENGINE  
45 MILLION USERS



iPhone 5



**2013: ONELAPSE**

**LIVE PHOTOS  
PREMIERE**

**SOCIAL NETWORK  
BASED IN LIVE PHOTOS**



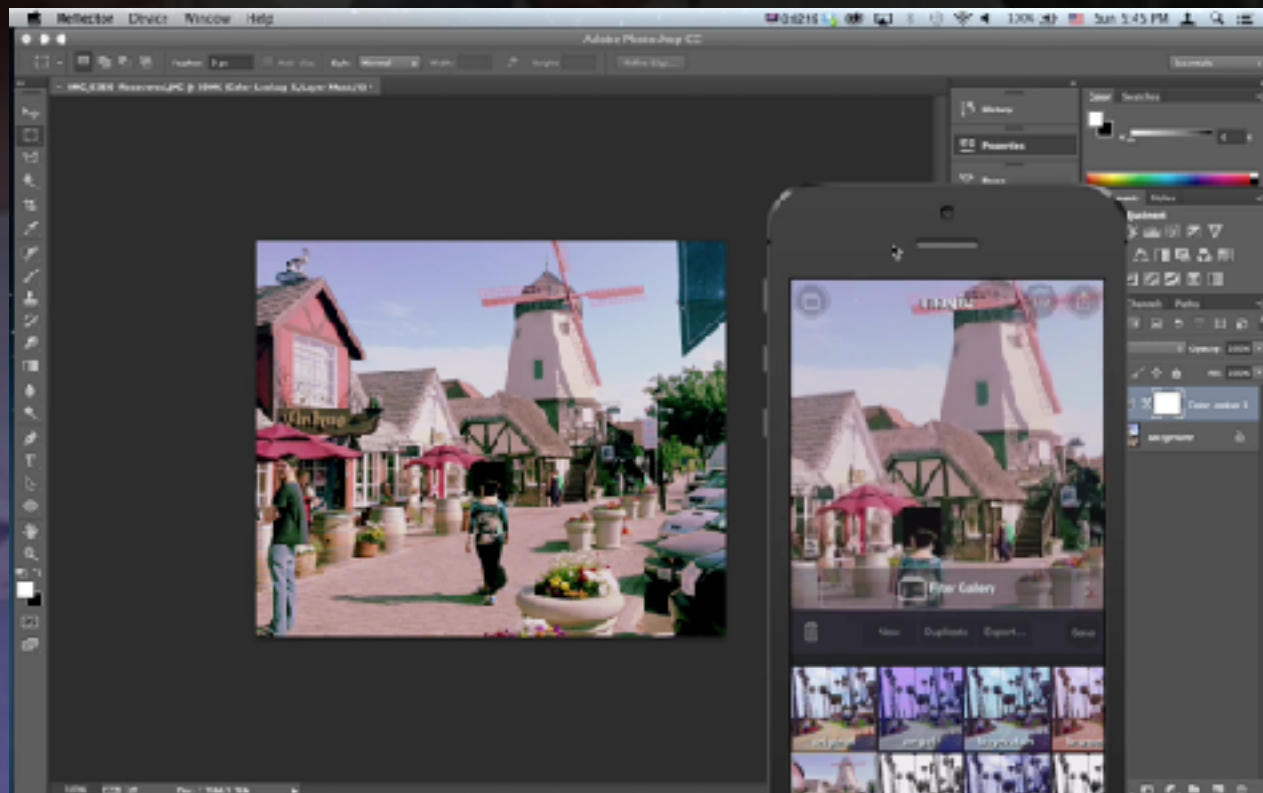
# iPhone 5

Cinecolor for iOS is here,  
and you won't miss lightroom anymore.



## 2014: CINEKOLOR LIGHTROOM FOR IOS

THE FIRST ADVANCED  
COLOR CORRECTION  
SUITE FOR MOBILE



3D LUT FILTERS  
FOR CINE PRODUCTION



**iPhone 5 - 5s**



**2015. ULTRAKAM  
DEMOCRATIZING  
CINE QUALITY**

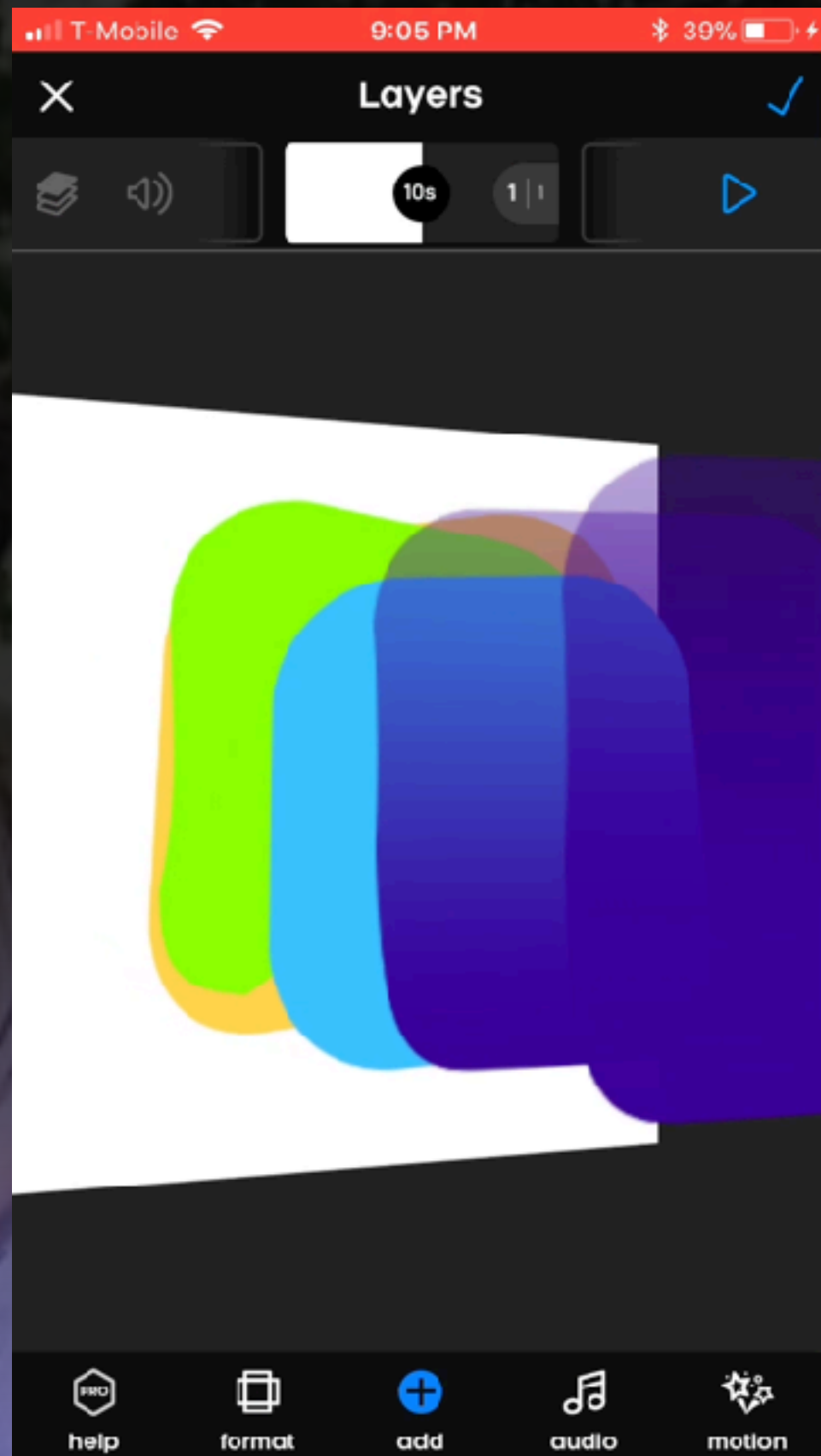
**ENABLES IPHONE  
TO RECORD 2K/4K  
CINE QUALITY VIDEO**

**FEATURED AT  
WWDC**





# iPhone 7



2017. FLYR  
DEMOCRATIZING  
SOCIAL-TV  
ADVERTISEMENT

STATE OF THE ART  
SHORT FORM  
NON-LINEAR  
MULTIMEDIA  
COMPOSITOR &  
ANIMATOR

MOBILE-CLOUD FIRST



A group of four young adults are sitting on a brick ledge outdoors. From left to right: a woman with dark hair looking down at a smartphone, a man with light brown hair looking at a tablet, a woman with long blonde hair smiling while holding a tablet, and a man with curly blonde hair wearing large white headphones and looking at a smartphone. The background shows green foliage and a white light pole. The entire image has a dark, semi-transparent overlay.

**DEMO**



# TRADITIONAL TV PRODUCTION



**Creative Concept**



**Content Production**

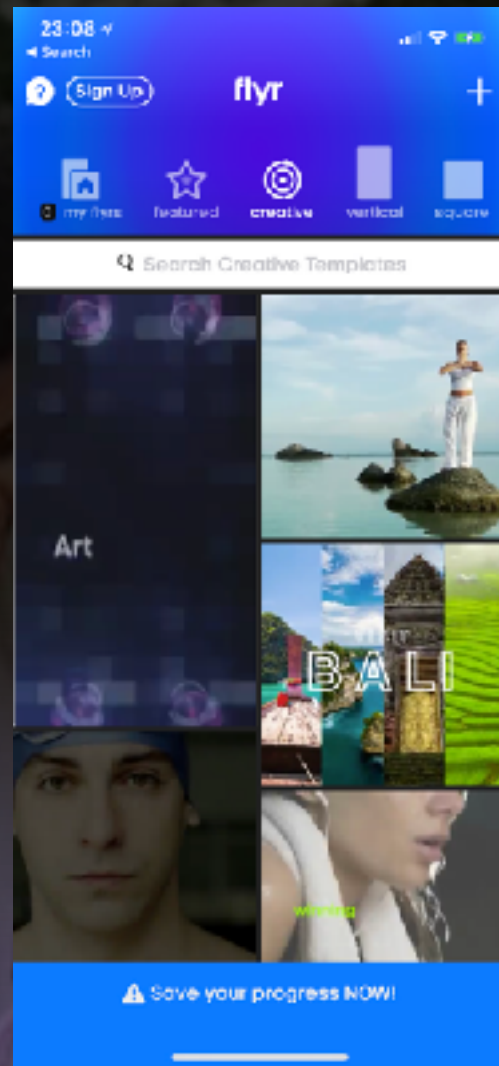


**Post Production**

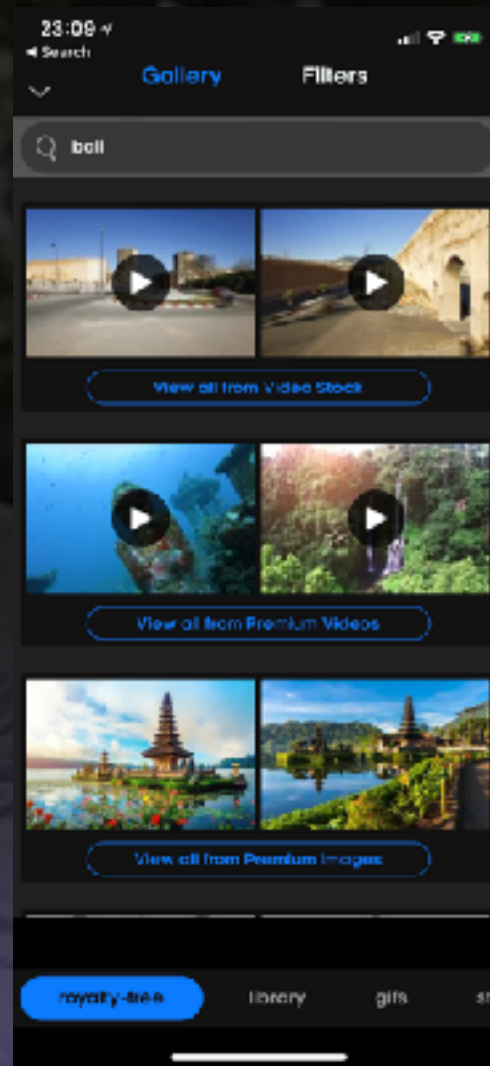
## 30 YEARS OLD BACKBONE



# FLYR SOCIAL-TV PRODUCTION



Creative Concept  
**TEMPLATES**



Content Production  
**STOCK FOOTAGE**



Post Production  
**MADE EASY**



# SOCIAL-TV HAS A NEW FORMAT

# SHORT FORM MEDIA

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5-10 SECS MINI-VIDEOS,  
GIFS AND PHOTOS



MULTIFORMAT  
VERTICAL, SQUARED  
LANDSCAPE



WITH THE HIGHEST  
PRODUCTION QUALITY

Flyr is **specifically designed**  
to **resolve** the unexpected challenge  
of producing **large amounts**  
of this **short-form** media with traditional **TV-quality**



# WHY IS FLYR TECH UNIQUE?

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## A MOBILE-FIRST FOUNDATION REIMAGINING MEDIA PRODUCTION IN THE CLOUD

Delivering a **realtime** user experience  
to produce **compositions & animations**  
with **cloud videos, graphics** and **music**  
at the **pace, formats** and **scale** demanded  
**by short form Social-TV**



# THE FIRST **IPHONE POWERED** RENDERING CLUSTER

A state-of-the-art technology for media rendering



iPhoneX rendering cluster. Cloud-rendering will be released in June 2018

Allow us to offer **backend video rendering** in a scalable way.

**Portable to OSX**, to further grow with traditional servers.

Our beta deployment has **rendered** more than **50,000 videos**.

Capable of producing **6,000 seconds of HD compositions per hour** with 20 nodes



# WHO BELIEVES IN THIS?

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We are the **only Snapchat certified-partner video app**: We represent a unique opportunity to **deliver at scale** the kind of **social-TV content** that **Evan Spiegel demands** for their advertisement initiatives.

## STOCK FOOTAGE PROVIDERS

Increasing their **addressable market** and protecting content from users reach

## 13,000 SUBSCRIBERS

In **just 3 months 13,000** people have signed up for the free trial.  
We'll have **7,000 paying customers** by end of March.



# FLYR TECH IS PRODUCTION READY NOW

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## WE EAT OUR OWN DOG FOOD

**10,000+** templates produced  
in-house with our iOS App

Already battle tested with

**1 million projects**  
made by **250,000 users**



# THANKS

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