

## **The Problem: Virtual Production Is Powerful – But Painfully Disconnected**

Currently, the virtual production market is fragmented. Agencies come up with the creative. Production companies handle logistics. VP stages provide the technology and execution intelligence. But because these groups operate separately with different motivations, projects often become misaligned, over-complicated, and creatively watered-down.

The result?

- Creative ideas lose their power as they pass through multiple intermediaries.
- Cost pressures lead to sub-par execution.
- Key technology decisions happen too late – often just weeks before shooting – limiting what’s possible on screen.

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## **Our Solution: A Smarter, End-to-End Virtual Production Partner**

**Production Sciences** was built to fix this broken process. We work directly with brands, agencies, and creatives to make virtual production simple, economically feasible, and creatively seamless – from concept to camera wrap.

At the core of our approach is our independence. Unlike most stages or vendors, we aren’t tied to a single facility, platform, or methodology – which means every recommendation we make is based solely on what’s best for the client and creative. Our role is to represent the client’s interests, ask the right questions, and design a solution that delivers the strongest creative and technical outcome

Here’s how we do it:

1. **Creative-First Strategy:** We start by helping you choose the right virtual production approach for your story. There are many ways to use LED

volumes — we make sure you're using the technique(s) that meet your project's unique needs.

2. **Pre-Visualization:** We use 3D software to pre-visualize each shot — demonstrating exactly what the camera will see and establishing the relationship between physical set and the digital scene on the LED Wall. This step aligns creative and technical teams early, saving time and cost once production begins.
3. **Asset Development:** As preparation becomes implementation, our Virtual Art Department (VAD) can transform pre-viz animations into fully optimized, shoot-ready environments built for impact. The result is the creation of a client-led, client-owned asset that will be mapped to the LED Wall on the day.
4. **Stage Integration:** We manage the technical side: sourcing, negotiating, and collaborating with the right stage partners while keeping your creative priorities front and center. With deep experience across multiple virtual production systems, we know how to separate what infrastructure works from what doesn't for a given concept. We analyze each stage's hardware, software, and configuration to ensure our clients are matched with only the most capable and compatible facilities.
5. **On-Set Expertise & Talent Integration:** We hire production designers, set builders, DPs, directors, and crews with proven virtual production experience. Our roster's understanding of LED volumes, lighting, and real-time workflows eliminates trial and error and keeps every department aligned for success.

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### **Why It's Unique: One Partner, Total Clarity**

With **Production Sciences**, you're no longer navigating a maze of vendors. We remove layers of complexity and act as your single expert partner — ensuring the creative intent stays intact, the technology provides the promised efficiencies, and the production runs smoothly.

- Creative stays in control. No more diluted ideas or compromises.
- Technology is strategically deployed. Every decision is made early, intentionally, and with your goals in mind.
- Studios benefit too. By partnering with us, they gain expert “rented intelligence” — eliminating the need for expensive full-time staff without sacrificing quality.

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### **The Bottom Line**

**Production Sciences** bridges the gap between creativity and technology. We give you direct access to the tools, expertise, and partnerships needed to deliver truly next-generation storytelling — on time, on budget, and without compromise.