



MOD Films
9 Wyndham Street
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Re: Invitation to quote for Sanctuary post production

Hi,

I would like to invite you to quote for post production work on a short drama called **Sanctuary**, shot earlier this year. It is my first film on 35mm, partly funded from NESTA, thequality.com and the Australian Film Commission and the subject of a long-term project to release a new kind of interactive experience – a purpose-built *re-mixable film* which acts as a feature film teaser.

I am looking for quotes for **Motion Graphics and Concept Art** to finalise design elements for the live action comic book aesthetic.

The final length of the film is around ten minutes but there is a very ambitious post plan being assembled with 80+ VFX shots. We are open to suggestions for cost-effective solutions and creative ways to complete the film given that we are effectively creating a feature film teaser, a game console demo and an online community system in parallel.

The plan is to release a high quality short film early next year (the origin story of a new superhero) that can be disassembled into free-for-non-commercial use content. The focus of the project remains very much the movie. This is not an interactive (i.e. branching) narrative exercise. It's a regular film that is hack-able - a hack-able story about a hacker. The project and story themes illustrate an emerging paradigm whereby storytellers can manage a two-way relationship with their audience, seeing their tales modified in the same way as a video gamer designer counts on his or her fans to modify the best games for entertainment.

In the process of shooting *Sanctuary* we made history when our professional actors took the plunge with us, signing world-first contracts which enable MOD Films to legally release their digitised likeness, along with every other production asset, in a re-mixable Some-Rights-Reserved format. This dimension to the project is aimed at converting interest in the project into commercial rights exploitation, including the sale of an existing follow-up feature film property. Once *Sanctuary* has had its run of the festivals, it will be released for sale on DVD under a pioneering marketing and distribution plan divided into three parts.



1) Sanctuary is first and foremost a stand-alone short film that acts as a teaser for my feature screenplay *ten weeks in the head bin* which introduces a new virtual world superhero and tells her original story.

2) Sanctuary is being developed in parallel as a "re-mixable film" prototype - a home theatre format that allows audience contributions to be plugged into the experience via the Internet. This new format is under development in conjunction with game MOD communities, prospective interactive publishers and distributors. It will allow new data (e.g. edit cues), new media (e.g. sound) and new code (e.g. a video game) to be "bolted on" to the original material. Audiences will be able to enjoy unlimited *film MODs* as though channel surfing DVD Extras.

3) Sanctuary will subsequently be released online. For the demo, a beta community of subscribers will explore the creative and business potential of recycling the digital files that make up the film - the original assets. This is part of the MOD Films experimental business model whereby Free Non-Commercial Use rights will be given away in order to seed commercial opportunities - Some-Rights-Reserved content as a taster for Commercial re-use.

As such, the project seeks to provide unprecedented audience access to a film's Post Production materials. We would like to include non-proprietary intermediate formats in the asset library, those recorded and possibly interchange formats utilised as well. This is very much a world-first experiment and there is considerable interest from amateur and professional practitioners for film re-mixing to involve:

- motion capture data
- camera tracking data from 3D to plate footage
- mattes hand rotoscoped to shots
- mattes used for greenscreen shots
- low-res polygon models
- motion graphics authoring files
- compositor authoring files

Please don't hesitate to ask for more information. There has been a lot of work done to get to this point, it's my dream project, and an exceptional group of people have contributed. The film has interesting virtual environments and plays off a unique combination of Australian impressionism for eucalypt forest, chiaroscuro for augmented reality views of the same bush and Tron-like virtual space. We are looking for world-class artists to finalise design elements and leave their mark on the project.



There has also been considerable press interest in the project. Wired Magazine is covering us in January. An archive of press clippings is online - http://modfilms.com/archives/20050607_press_coverage.html

We are currently editing the film but there is enough material to provide a full brief on the remaining design elements. E.g. I can provide a shooting script, full storyboards, a rough offline edit video, a corresponding VFX breakdown, a motion graphics brief and access to the full set of digital assets created to-date.

I look forward to hearing from you. Also, feel free to contact Christian Hogue (xian@lostinspace.com) who was VFX Supervisor for the shoot.

Yours sincerely,

Michela Ledwidge
Director
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