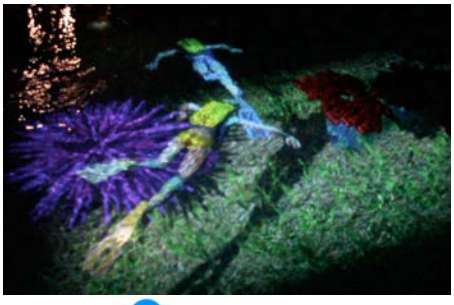
pointcloud MEDIA

CAPTURE - CREATE - CAPTIVATE

ARCHITECTURAL - 360° GEODESIC DOMES - POOLS - CONCERTS - THEATRE - MAJOR EVENTS

BUSINESS PROFILE

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INTEGRATION AWARDS 2015
COMMERCIAL INTEGRATOR
WINNER



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History

PointCloud Media's origins trace back to the commercial production and post production worlds where the art of crafting and perfecting a client's message was honed. As a group of artists, musicians, editors, directors and photographers, PointCloud collectively draws from these disciplines to create unified and spectacular experiences.

What We Do

Arguably one of the greatest attractions of PointCloud Media's video mapping capabilities is it's ability to augment common, everyday surfaces that animate in seemingly impossible ways. As an elaborate slight of hand illusion, video mapping actively breaks thru the noise that competes for viewers' attention and creates lasting brand impressions that often live on virally long after the event experience has ended.

Vision Statement

Our vision is nothing less than realizing the full potential of projection and augmentation on non traditional and everyday surfaces to entertain and amaze audiences.

Mission Statement

PointCloud Media deliver on the promise to capture the passion and create quality entertainment that captivates and inspires through compelling animations and augmentation. Capture, Create, Captivate

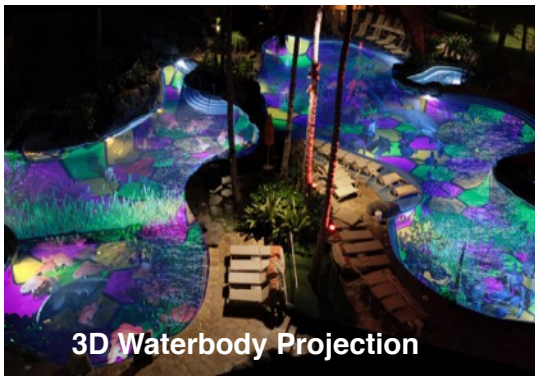
Services

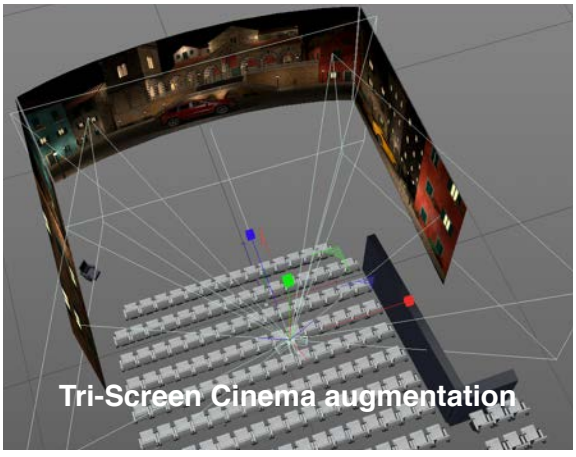
A. 3D Building Mapping and Projection

B. Raylight4D ™ 3D Waterbody Projection

C. 360° Surround Dome Projection
D. DayNite Augmentation of graphic Wraps by night
E. Special VFX
F. 3D Animation
G. Major Event TV Production
H. Tri-Screen Cinema augmentation

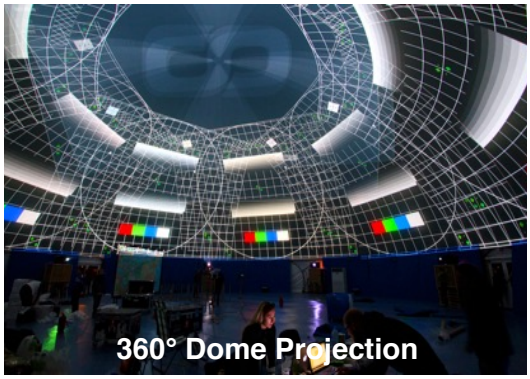

3D Building Mapping


3D Waterbody Projection


Tri-Screen Cinema augmentation



DayNite Augmentation


360° Dome Projection

Management and Ownership

Jack Hattingh and Alan Demafiles are the founding members of PointCloud Media, they assisted in pioneering the art of 3D building projections in the US. Since the introduction of this visually stunning experience, they designed and implemented 3D projections and Domes around the world for iconic events and acclaimed brands.

Jack Hattingh

CEO and President

- Emmy Award winning Director / Producer of major events.
- 3D Mapping Creative Director and Designer
- 3D Augmentation Specialist
- Accomplished Cinematographer, Animator, Editor and Sound Engineer.
- Inventor and holder of a provisional patent: Water body and pool 3D mapping
- Inventor and provisional patent holder: Tri Screen system for Cinema Theaters (This is currently marketed by Barco projector company as “Escape” system)
- Finalist in 2014 World Technology Award In association with Time and Fortune magazine

Alan Demafiles
Vice President Creative

- 3D Pixel Mapping Designer
- 3D animator and Special FX
- 3D augmentation specialist
- Projection mapping motion graphics and warping designer
- Video Editor and compositor
- Co Inventor and holder of a provisional patent: Water body and pool 3D mapping
- Co Inventor with a provisional patent: Tri Screen system for Cinema Theaters marketed by Barco projector company as “Escape” system

Completed Projects

SONY'S THE TOURIST

The Tourist YouTube

Our customized projections are sometimes live just a few days, but their full value comes in their extension through press. Campaigns become instantly viral and live on via YouTube, Vimeo, press hits, etc.



"The Tourist" promotion was executed as a one-night 3D showcase for the opening of the film in Dallas, TX. Directly across from an exclusive opening-night celebration, party-goers and spectators alike were awed by a unique display centered around the film.

CAMPAIGN STATISTICS

25,000 Attendees
1,5M YouTube views from the PointCloud-uploaded video alone
Tens of thousands of additional views via Vimeo, spectator-uploaded YouTube videos, etc.
Over 80 website mentions with 920,000+ hits
Overall media value estimated at $2,200,000 and counting!

The Royal Hawaiian - Amway

Royal Hawaiian YouTube



Sugar Land, USA - NYE since 2009 ongoing

The New Year Eve event in 2009 put Sugar Land on the world map and was a direct result of Sugar Land now being a destination city. Sugar Land now boast with a minor league baseball team well as a brand new $75 million performance venue, this was directly attributed by the successful viral nature of our 3D building projection.

Sugar Land 2009/10 YouTube



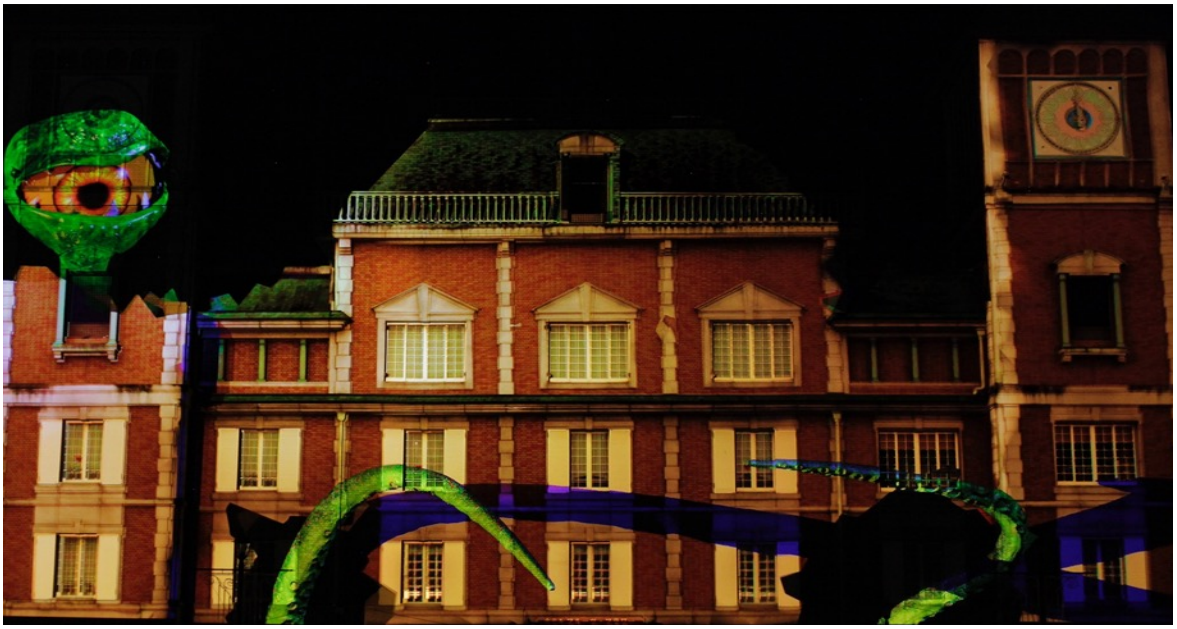
Sugar Land 2014/15 YouTube



West Virginia USA – 150th Anniversary
West Virginia YouTube



Kobe, Japan
- Holliday Winter Wonderland Annually October to March
Kobe YouTube



Sheraton Waikiki Beach – two shows nightly

PointCloud Media installed the first ever Raylight4D™ pool projection for Sheraton Waikiki in Hawaii. Running twice nightly

Birth of Hawaii YouTube





Story of Waikiki YouTube





Mele Kalikimaka YouTube





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