

2018 Creative STORAGESM CONFERENCE

June 7th 2018 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Andrew Shulkind, Director of Imaging/Immersive Media Strategy, M. Bonnieux, Inc.

TITLE:TBA

ABSTRACT

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BIOGRAPHY

Award-winning Director of Imaging, VR/AR/XR strategy consultant, and Co-founder of Headcase VR, Andrew Shulkind has become a leading Hollywood voice for integrating the polish of professional cinema with immersive interactivity and data optimization. For almost two decades, Andrew has been at the leading edge of where technology meets entertainment, integrating and implementing the most popular examples of mixed reality capture, stereoscopic cinematography, high dynamic range imaging, volumetric capture, branching narratives, high resolution 360°/730° imaging, and managed color workflows. He has also been vital in setting guidelines for responsibly using artificial intelligence (AI) in traditional filmmaking, and has been an active leader in using this new order of interactive, immersive storytelling to reset opportunities for greater diversity of storytellers. His attention to quality and adept understanding of the art and tech is setting the bar for a sustainable future of fundable experiences with only the best of what has worked before and trailblazing new systems with extraordinary efficiency.

As photography becomes data capture, Andrew is a rare hybrid who understands both the executive value proposition of an IP-centric entertainment economy as well as the technical intricacies of what it takes to actually make a quality piece of content. This micro and macro sense of how entertainment and gaming are aligning to disrupt the content business, has Andrew advising a variety of leading brands, studios, sporting leagues, game developers, and tech companies on how to activate data and analytics to inform creative decisions. Shulkind also serves on the advisory group for SpaceCraft VR, a NASA-sponsored interactive infrastructure, crowdsourcing the future of space exploration.

Historically, his expertise with emerging technologies meant shooting product demos, launch films, and testing for traditional camera and lighting manufacturers, now it means helping new technology players engage with established filmmaking systems in Hollywood and abroad, particularly in the UK, Middle East/North Africa, and China. As a Director of Photography, Andrew's inventive, groundbreaking projects crossed the content spectrum, from traditional studio releases such as, "The Ritual" and "Southbound" to Samsung's first virtual reality series