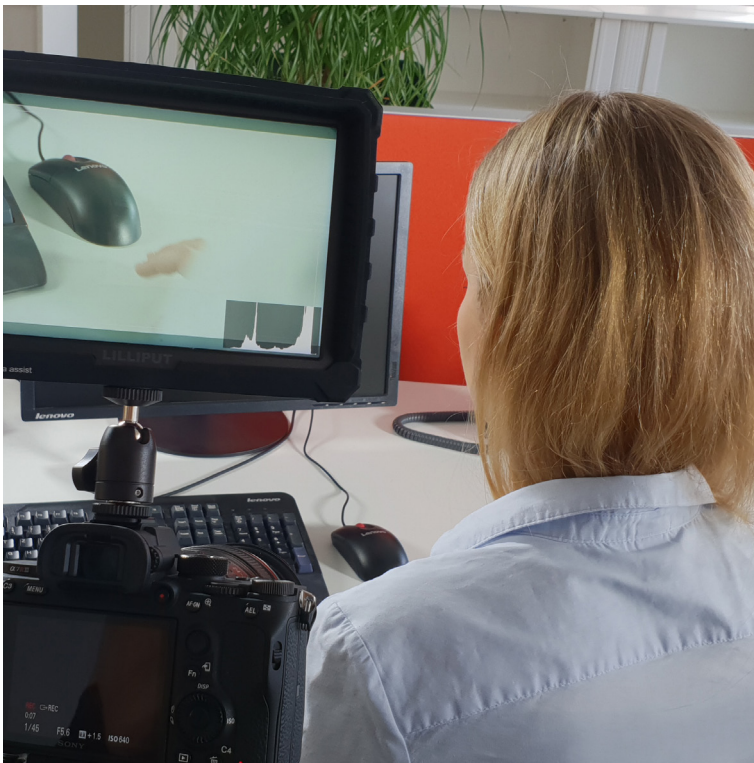


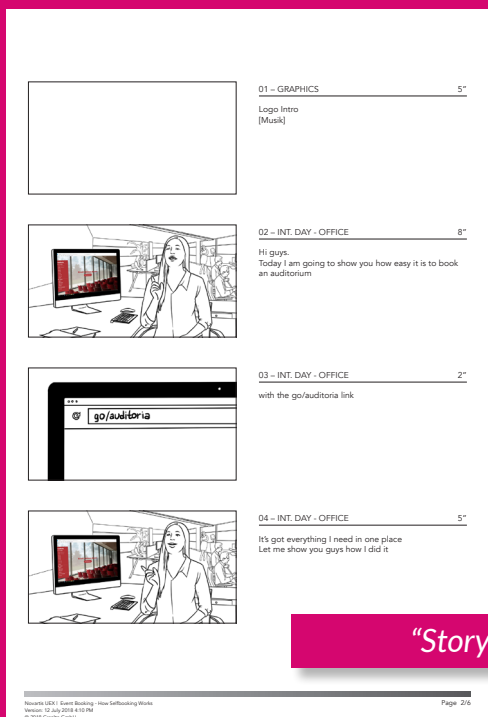
# Novartis Roomboking Case Study

Client:



We were asked to assist Novartis with a short Tutorialseries on how to book meeting rooms, auditoria and specialty rooms correctly. The new automated booking system generates requests on the backend and integrates with multiple calendars.

# Preparations



*"Storyboard"*

From the scripting (the requirement was to sound informal and helpful) to a sketched storyboard and the actual filming and editing, we provided the entire project management as well as the execution for Novartis.

The challenge was to shoot in a live office environment and keep the crew small and agile, so we were able to shoot multiple episodes in one day. So we limited ourselves to Camera, Audio, Lighting and Make-up. To keep the costs low, we casted all characters within the staff, from background people up the the main lead.



*"Setup"*

# Services

- 1 Concept Development
- 2 Scriptwriting
- 3 Storyboarding
- 4 Film Production
- 5 Editing
- 6 Color Grading
- 7 Logo Animation
- 8 Marketing
- 9 Web Design



# Shooting

The challenge the team faced later on in post-production was to get the perfect stitch so the stitch lines would not be noticed when watched in VR and to stabilize the swinging of the camera while flying with such a heavy lift.



# Production

Due to the restricted information on some videos, we are only able to show the first one to the public.







We decided to use Mistika VR to stitch and balance the footage off camera to make it seamless and then went into Davinci Resolve for a detailed color grading and the final look and feel of the flight.

This project shows our broad spectrum of expertise from live shooting to High-End 3D Animation and Audioproduction as well as Marking and Appdevelopment.



# Facts

16

Episodes

4

People Crew



Shot on  
Location



Cast all internal  
employees

## Conclusion

It shows that new media is the future even in fields that are not connected with it at first sight. To make medicine efficient, safe and well understood, it is essential to explain procedures easy to understand but still medically correct and give patients and doctors additional time to address concerns that need to be addressed instead of explaining the basic steps of a procedure. The future will show how much a good informed patient consent will help the everyday life hospital staff and doctors.

## Reach us

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