S&P Global

WPC 2023

DAMICO&ASSOC. + DREAM SYNDICATE

ESTIMATED PRODUCTION COST - DECEMBER 22, 2022

SITE SPECIFIC VIDEO INSTALLATION

WPC
2023

Global Chemicals Today & Tomorrow:

Driving energy transition and climate initiatives in the face of volatile and shifting markets.

S&P Global

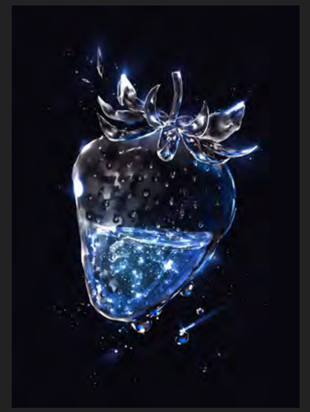
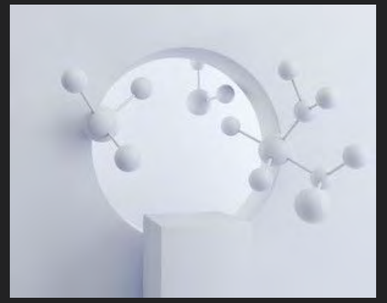
ORACLE STATION

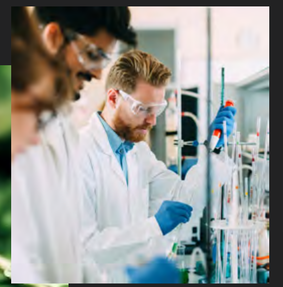
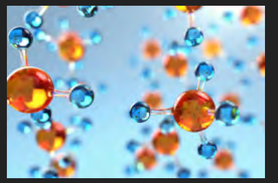
Oracle Station (working title) is a seven sided installation that utilizes both sides of a monitor wall in vertical orientation while the exterior shows the planet and it's spherical orientation. The inside can be data sets about geology, earth science, climate change and conference topics. An integrated augmented reality experience component is also included expanding the engangment beyond the confrence.

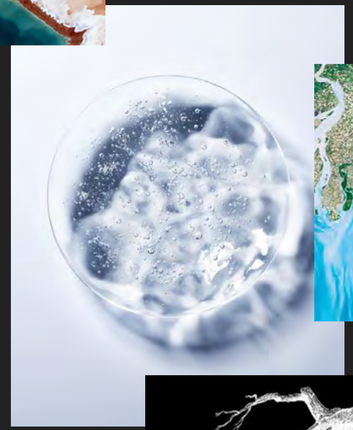
TREATMENT SUMMARY

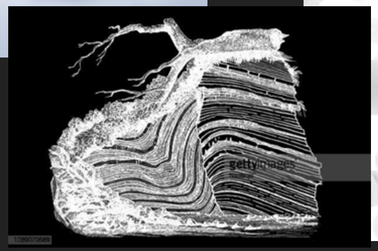
Oracle Station is the working title for a unique display platform and site-specific video installation custom built to communicate to conference attendees at the S&P Global World Petrochemical Conference. Using (7) 8foot tall 2 sided hi resolution 2.6mil LED walls arraigned into a circular immersive configuration, this array will allow for complex and dynamic storytelling that perfectly accommodates graphical depictions of complex data sets and concepts. By achieving the ability to render connected relationships through this visual story telling medium the messaging becomes limitless and profoundly immersive. Thus leaving a lasting impression that does not end when you leave the display but instead allows one to carry the experience with them in the form of a custom augmented reality mobile experience. By launching the AR link on site, the 3D augmented space comes to life on your phone. By expanding the hidden information and spatial dimensions that are only revealed through the digital portal, this in effect mirrors the process of aggregating data sets and insights that are a core capability of S&P Globals product function. By pushing on this relationship between hidden realities and the chaotic stochastic nature of the world, we describe the value of the comprehensive surveillance products offered by S&P Global.

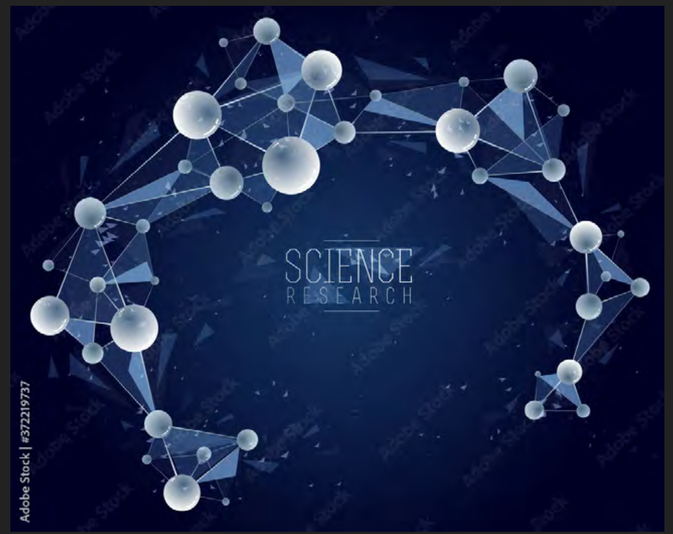
GENERAL MOOD BOARD

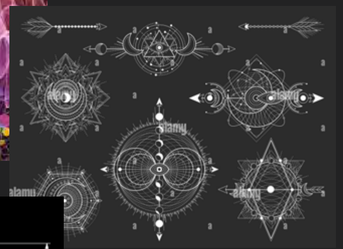



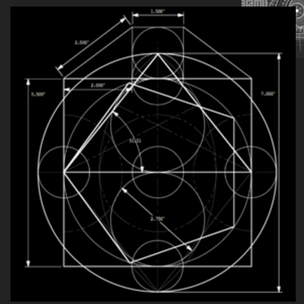


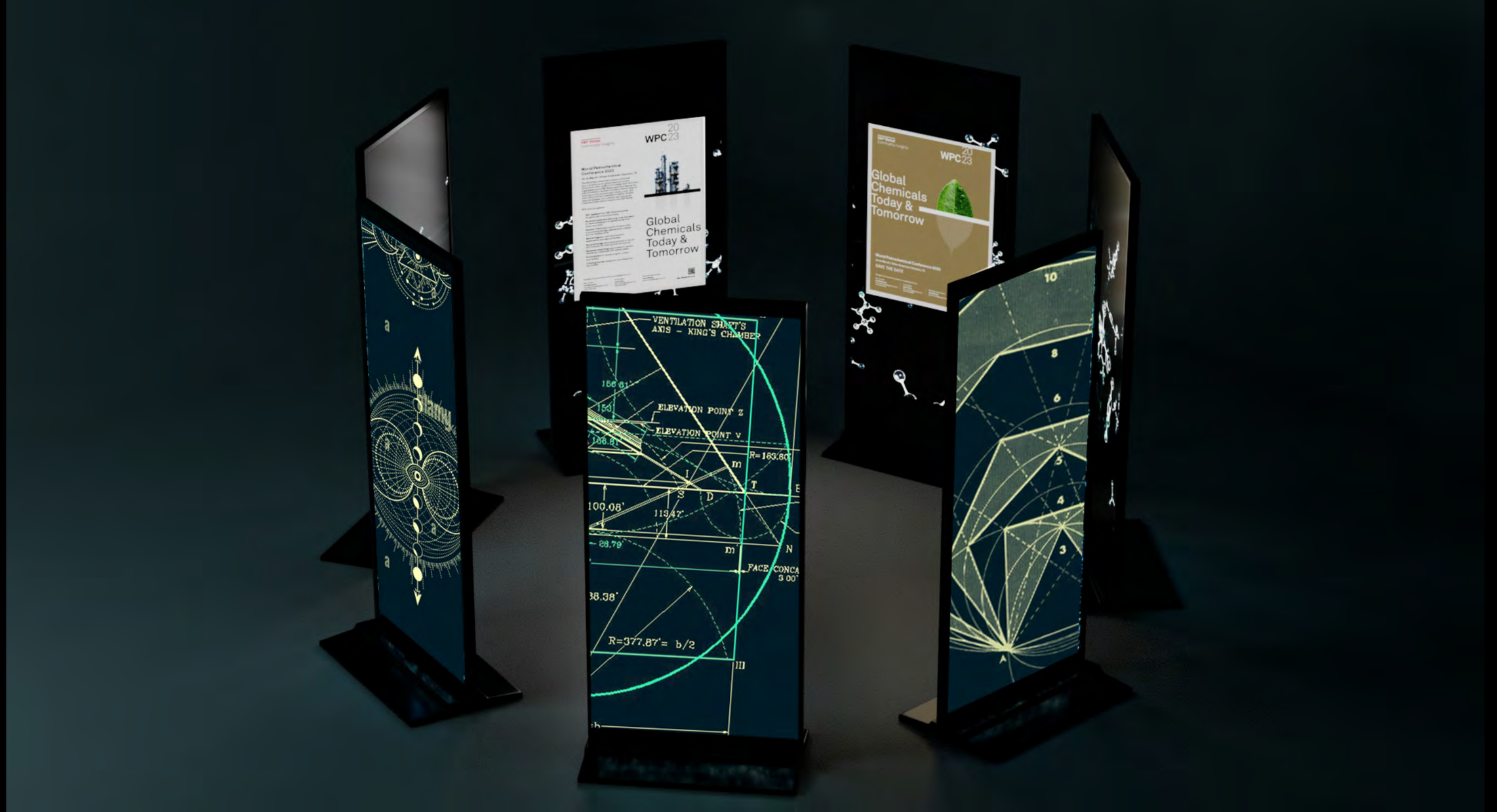




GENERAL MOOD BOARD



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Global Chemicals Today & Tomorrow
VENTILATION SHAFT'S AXIS - KING'S CHAMBER
ELEVATION POINT Z
ELEVATION POINT V
R=163.80'
100.68'
113.47'
28.79'
FACE CONCA
3.00'
R=377.87'= b/2

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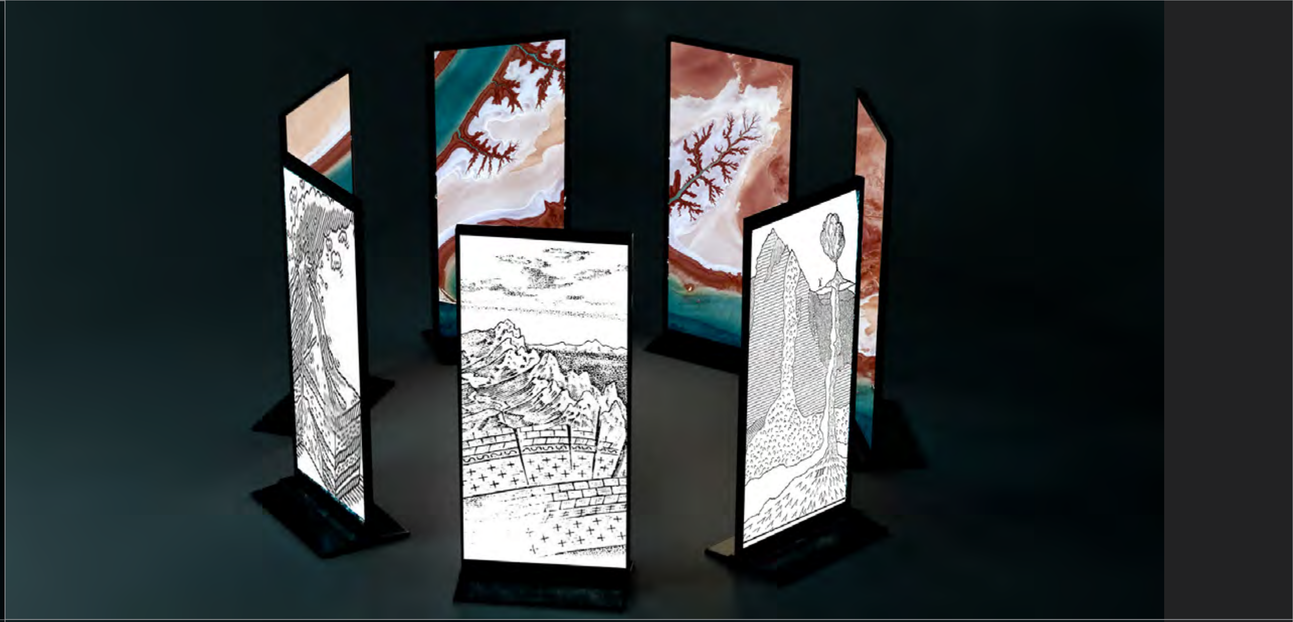
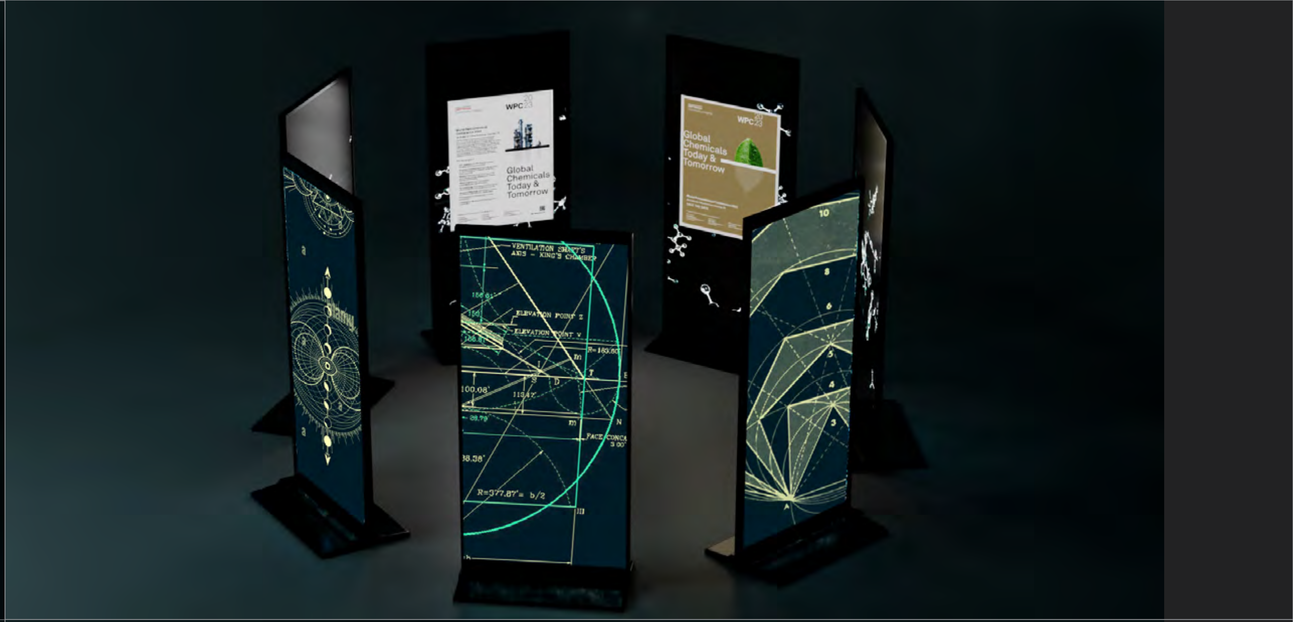
S&P GLOBAL ORACLE STATION

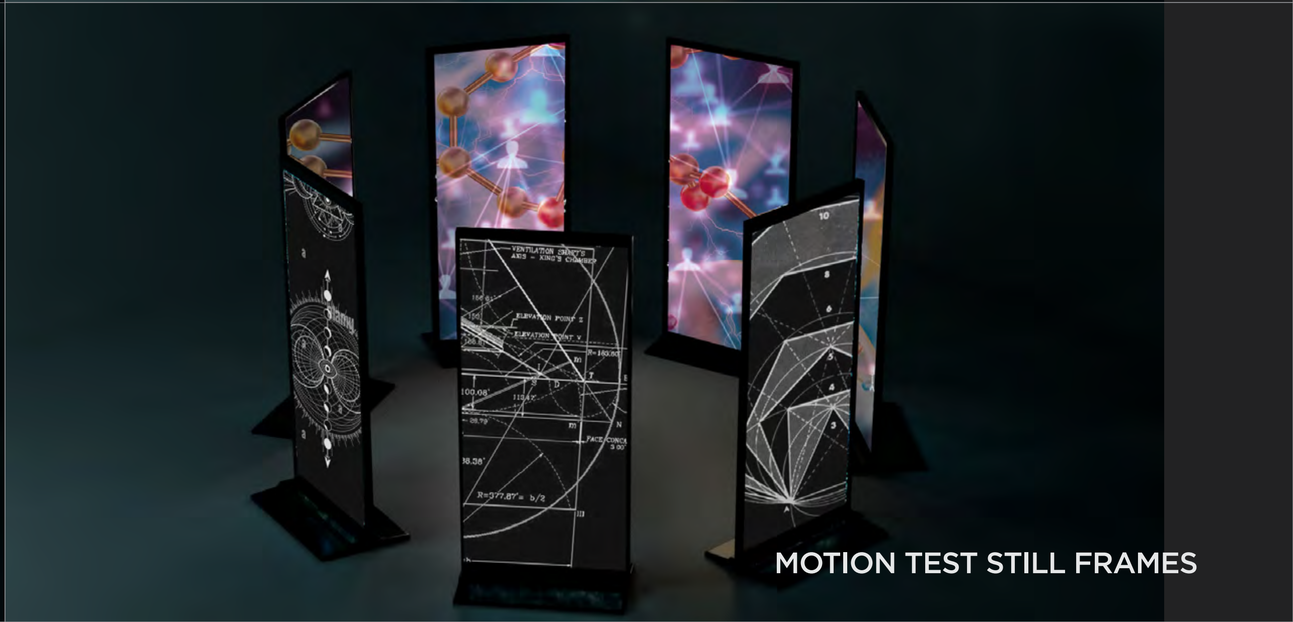
PRE VIZ STYLE FRAMES AND CONTENT EXPLORATION

PRE VIZ



MOTION TEST STILL FRAMES

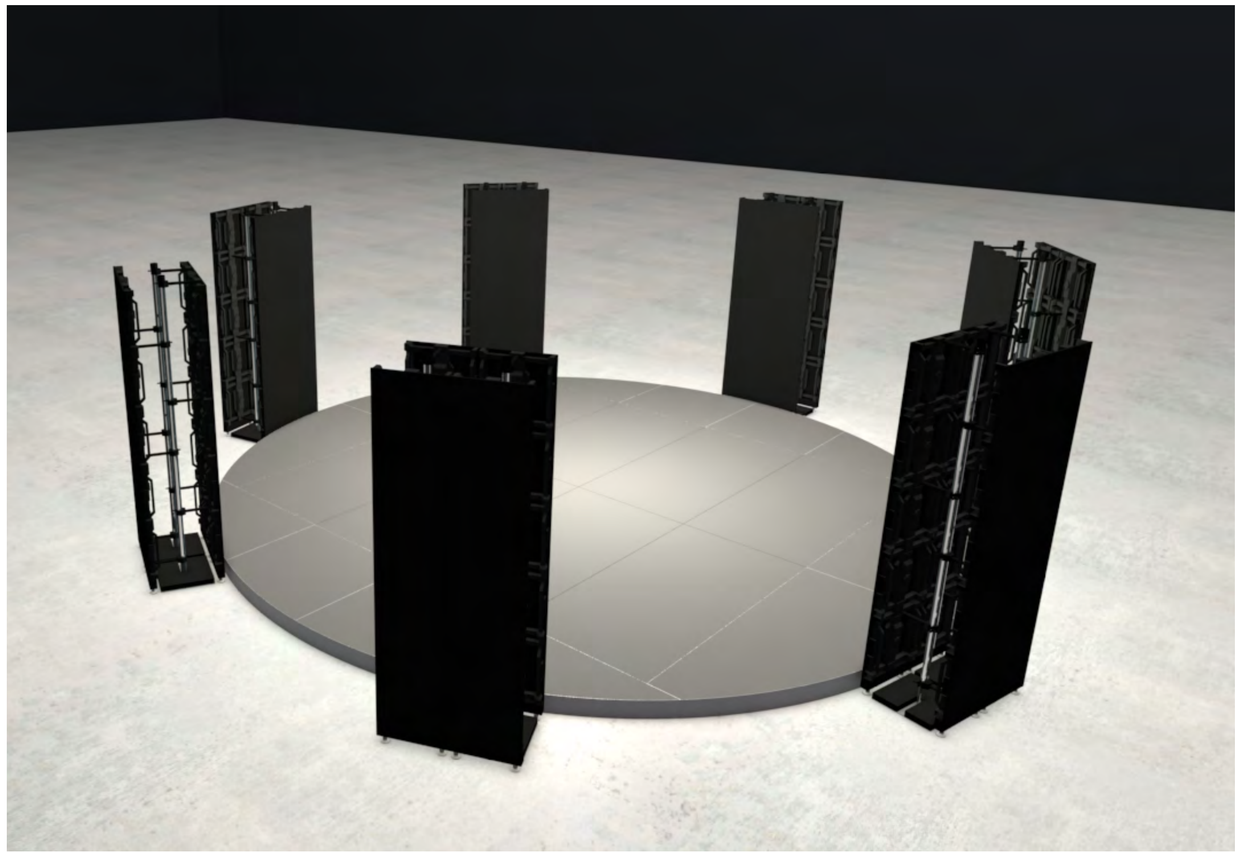


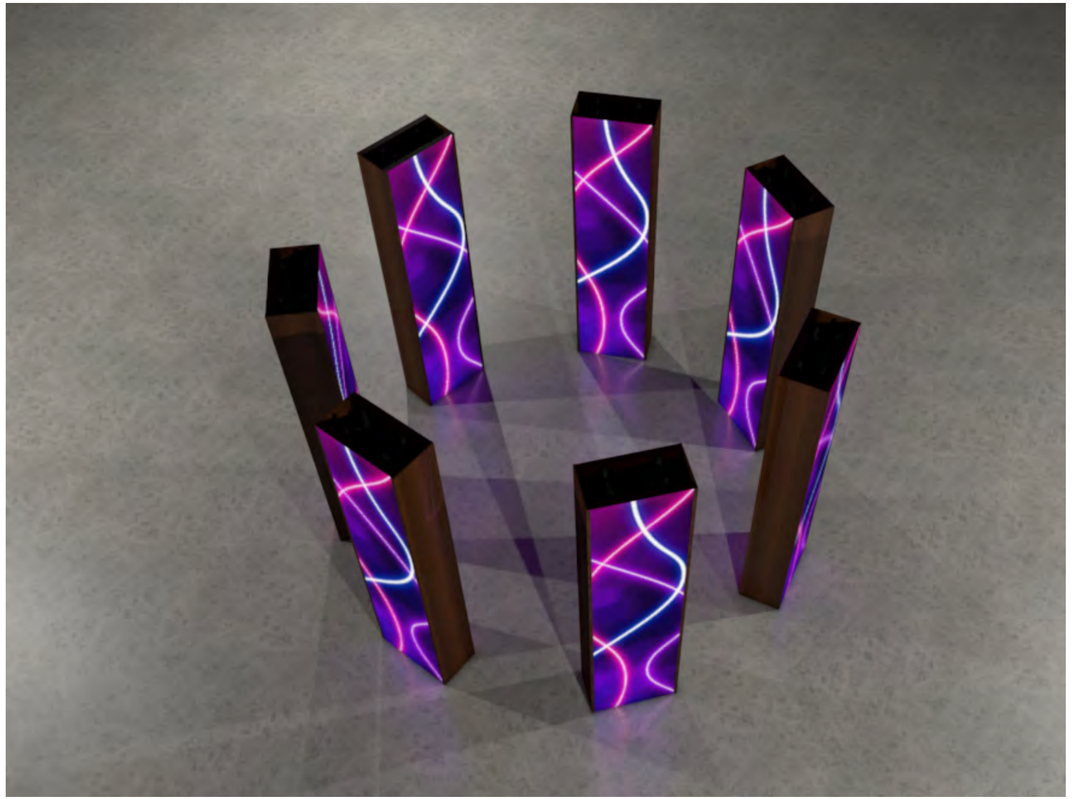


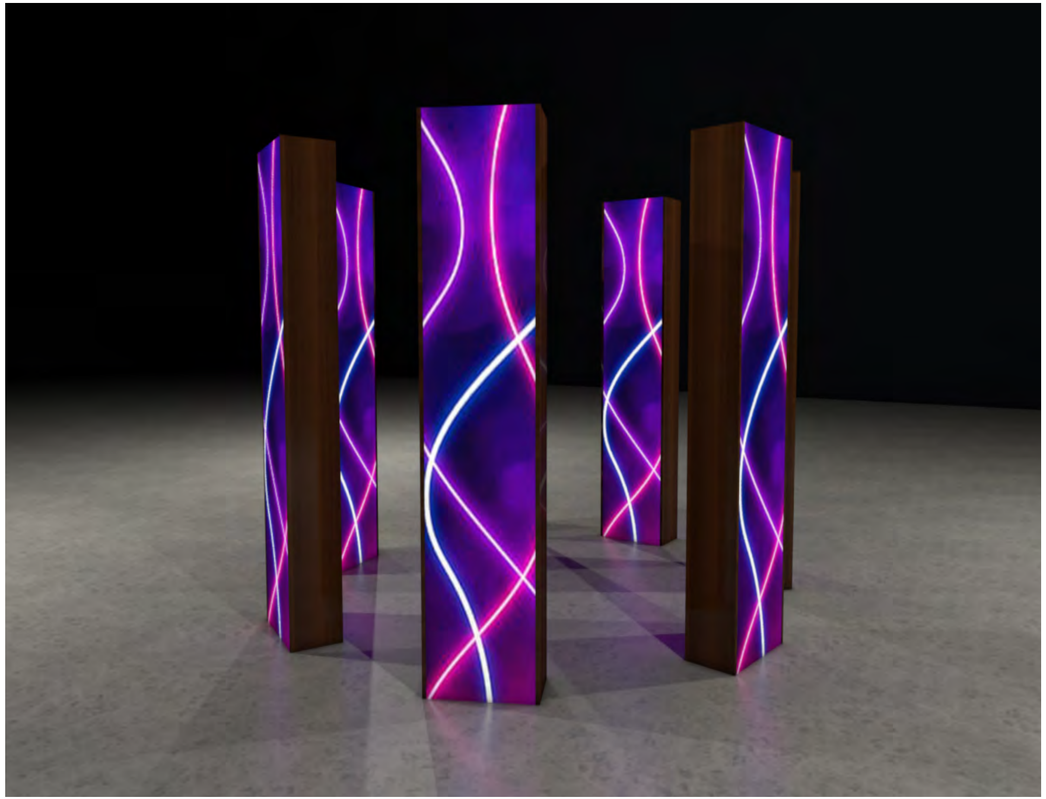
MOTION TEST STILL FRAMES

ORACLE STATION

EXECUTION







ORACLE STATION PRE BUILD RENDERS

PRODUCTION TIME LINE: CONTENT AND AUGMENTED REALITY PROGRAMING

- Fri Jan 6, 2023
-
- 11am - 12pm Creative KO - Time TBD
- Mon Jan 9, 2023
-
- All day Concepting & Design
- Mon Jan 9, 2023 - Thu Jan 12, 2023
-
- Tue Jan 10, 2023
-
- All day Concepting & Design
- Mon Jan 9, 2023 - Thu Jan 12, 2023
-
- Wed Jan 11, 2023
-
- All day Concepting & Design
- Mon Jan 9, 2023 - Thu Jan 12, 2023
-
- Thu Jan 12, 2023
-
- All day Concepting & Design
- Mon Jan 9, 2023 - Thu Jan 12, 2023
-
- 5pm - 6pm Share Concepts & Supporting Frames
- Fri Jan 13, 2023
-
- All day Client Review
- Fri Jan 13, 2023
-
- Mon Jan 16, 2023
-
- 11:30am - 12:30pm Concepts Review - Time TB
- Tue Jan 17, 2023
-
- All day 3D Modeling/Boarding
- Tue Jan 17, 2023 - Fri Jan 20, 2023
-
- All day App UI/UX Design
- Tue Jan 17, 2023 - Fri Jan 20, 2023
-
- Wed Jan 18, 2023
-
- All day 3D Modeling/Boarding
- Tue Jan 17, 2023 - Fri Jan 20, 2023
-
- All day App UI/UX Design
- Tue Jan 17, 2023 - Fri Jan 20, 2023

- Thu Jan 19, 2023
-
- All day 3D Modeling/Boarding
- Tue Jan 17, 2023 - Fri Jan 20, 2023
-
- All day App UI/UX Design
- Tue Jan 17, 2023 - Fri Jan 20, 2023
-
- Fri Jan 20, 2023
-
- All day 3D Modeling/Boarding
- Tue Jan 17, 2023 - Fri Jan 20, 2023
-
- All day App UI/UX Design
- Tue Jan 17, 2023 - Fri Jan 20, 2023
- Mon Jan 23, 2023
-
- All day 3D Modeling/Boarding
- Mon Jan 23, 2023 - Fri Jan 27, 2023
-
- 5pm - 6pm Share App UI/UX
-
- 5pm - 6pm Share WIP 3D Models/Boards
- Tue Jan 24, 2023
-
- All day 3D Modeling/Boarding
- Mon Jan 23, 2023 - Fri Jan 27, 2023
-
- 11am - 12pm Client Review - Time TBD
- Wed Jan 25, 2023
-
- All day 3D Modeling/Boarding
- Mon Jan 23, 2023 - Fri Jan 27, 2023
-
- All day App Dev
- Wed Jan 25, 2023 - Thu Jan 26, 2023
-
- Thu Jan 26, 2023
-
- All day 3D Modeling/Boarding
- Mon Jan 23, 2023 - Fri Jan 27, 2023
-
- All day App Dev
- Wed Jan 25, 2023 - Thu Jan 26, 2023

- Fri Jan 27, 2023
-
- All day 3D Modeling/Boarding
- Mon Jan 23, 2023 - Fri Jan 27, 2023
-
- 5pm - 6pm Share First Pass 3D Models + Boards
- Mon Jan 30, 2023
-
- All day AR Dev
- Mon Jan 30, 2023 - Fri Feb 3, 2023
-
- All day Client Review
- Mon Jan 30, 2023
-
- Tue Jan 31, 2023
-
- All day AR Dev
- Mon Jan 30, 2023 - Fri Feb 3, 2023
-
- All day 3D Modeling
- Tue Jan 31, 2023 - Fri Feb 3, 2023
-
- 11am - 12pm Client Review - Time TB
- Wed Feb 1, 2023
-
- All day AR Dev
- Mon Jan 30, 2023 - Fri Feb 3, 2023
-
- All day 3D Modeling
- Tue Jan 31, 2023 - Fri Feb 3, 2023
-
- Thu Feb 2, 2023
-
- All day AR Dev
- Mon Jan 30, 2023 - Fri Feb 3, 2023
-
- All day 3D Modeling
- Tue Jan 31, 2023 - Fri Feb 3, 2023
-
- Fri Feb 3, 2023
-
- All day AR Dev
- Mon Jan 30, 2023 - Fri Feb 3, 2023
-
- All day 3D Modeling
- Tue Jan 31, 2023 - Fri Feb 3, 2023
-
- 5pm - 6pm Share Full Pass 3D Models

- Mon Feb 6, 2023
-
- All day AR Dev
- Mon Feb 6, 2023 - Fri Feb 10, 2023
-
- All day Client Review
- Mon Feb 6, 2023
-
- Tue Feb 7, 2023
-
- All day AR Dev
- Mon Feb 6, 2023 - Fri Feb 10, 2023
-
- Wed Feb 8, 2023
-
- All day AR Dev
- Mon Feb 6, 2023 - Fri Feb 10, 2023
-
- Thu Feb 9, 2023
-
- All day AR Dev
- Mon Feb 6, 2023 - Fri Feb 10, 2023
-
- Fri Feb 10, 2023
-
- All day AR Dev
- Mon Feb 6, 2023 - Fri Feb 10, 2023
-
- 5pm - 6pm Share Alpha App
- Mon Feb 13, 2023
-
- All day AR Dev
- Mon Feb 13, 2023 - Fri Feb 17, 2023
-
- All day Client Review
- Mon Feb 13, 2023
-
- Tue Feb 14, 2023
-
- All day AR Dev
- Mon Feb 13, 2023 - Fri Feb 17, 2023
-
- 11am - 12pm Alpha Review - Time TBD

- Wed Feb 15, 2023
-
- All day AR Dev
- Mon Feb 13, 2023 - Fri Feb 17, 2023
-
- Thu Feb 16, 2023
-
- All day AR Dev
- Mon Feb 13, 2023 - Fri Feb 17, 2023
-
- Fri Feb 17, 2023
-
- All day AR Dev
- Mon Feb 13, 2023 - Fri Feb 17, 2023
-
- 5pm - 6pm Share Beta App
- Mon Feb 20, 2023
-
- All day Client Review
- Mon Feb 20, 2023
-
- Tue Feb 21, 2023
-
- 11am - 12pm Beta Review - Time TBD
- Wed Feb 22, 2023
-
- All day AR Revisions
- Wed Feb 22, 2023 - Fri Feb 24, 2023
-
- Thu Feb 23, 2023
-
- All day AR Revisions
- Wed Feb 22, 2023 - Fri Feb 24, 2023
-
- Fri Feb 24, 2023
-
- All day AR Revisions
- Wed Feb 22, 2023 - Fri Feb 24, 2023
-
- Mon Feb 27, 2023
-
- All day AR Revisions
- Mon Feb 27, 2023
-
- 5pm - 6pm Share Approval App

- Tue Feb 28, 2023
-
- All day Client Review
- Tue Feb 28, 2023
-
- Wed Mar 1, 2023
-
- 11am - 12pm Final Review - Time TBD
- Thu Mar 2, 2023
-
- All day Final Revisions
- Thu Mar 2, 2023
-
- Fri Mar 3, 2023
-
- All day DELIVER
- Fri Mar 3, 2023

PRODUCTION COSTS: SUB CONTRACTS: BUILD, CONTENT AND AUGMENTED REALITY PROGRAMING

- **Array design and build - IMS**
- 3.20.23-03.24.23_World Petroleum Conference
- Experience_ Houston
- Hilton Americas Houston
- Description Cost

Rental	$58,175.00
Expendable	$184.00
Prof. Services	$24,700.00
Delivery	$15,000.00
Travel	$3,978.00
Misc	$24,250.00
Subtotal	$126,287.00
Estimated Sales Tax	$6,380.30
TOTAL	**$132,667.30**

- **ORACLE STATION video content - Blue Design**
- - Estimate to produce content for ring of vertical monitors, forming the "Oracle Station" experience
- - 7 double-sided monitor stands, arranged in a ring formation
- - Ultra-wide content for inside & outside of ring
- - -5:00-7:00 min TRT
- - Outside content serves as eye-candy, to attract the audience
- - Inside content tells the story, possibly resolving to individual panels
- content to tell a variety of stories at the same time
- - Includes design & animation
- - Includes 7.1 sound design & mix TBD
- - Does not include live-action production
-

Design /Art Director	$2,000.00	1	$2,000.00
Boarding/visual treatment	$250.00	60	$15,000.00
After Effects - OUTSIDE	$300.00	60	$18,000.00
After Effects - INSIDE	$300.00	120	$46,000.00
Mix & Sweeten			
7.1 "spatial" audio mix	$275.00	10	$2,750.00
Post			
Post Producer	$200.0	10	$2,000.00
Project Management	$100.00	10	$1,000.00
FTP Postings			
Approvals	$50.00	28	$1,400.00
Mastering			
Ultra-wide HD Mastering	$250.00	2	$500.00
FTP File Prep			
Prep for Final Delivery (includes 3 formats)			$300.00
Archive			
Archive Project Assets	$150.00	1	$150.00

- **TOTAL** **89,100.00**

- **S&P Global - WPC 2023 AR expansion - Dream Syndicate**
- Augmented Reality experience presented on mobile
- -Each experience tells story of a different piece of energy infrastructure
- -Developed for mobile activation
- -Includes basic UI

Creative Direction	Overall Creative Direction of Project.	1	2,000.00	$2,000.00
-App UI/UX				
AR Experience Development				$10,000.00
-Conference use only		2@	1,600.00	$3,200.00
3D Modeling	3D Modeling/Animation - Day Rate	15@	1 ,400.00	$21,000.00
AR Experience				$10,000.00
Sound Design	Sound Design/Mix	10@	275.00	$ 2,750.00
QC/Testing	QC/Testing	20@	100.00	$2,000.00
Project Management	Project Management	10@	200.00	$2,000.00
Client Beta Testing	Beta App Delivery via Test Flight	5@	100.00	$500.00
App Store Process	Delivery to Client			
Pre-loading				$500.00
Archive Project Assets				$250.00

- **TOTAL** **$54,200.00**

- **Creative & Production Fee - DAMICO STUDIOS Inc.**
-

Creative Director	$2,000.00	10	$20,000.00
Executive Producer	$850.00	10	$8,500.00
Production fee			$37,532.00
Array design, rent, trucking and build			$132,667.30
Travel			$5,000.00
Integrated AR Experience			$54,200.00
ORACLE STATION video content			$89,100.00

- **GRAND TOTAL** **$346,999.30**

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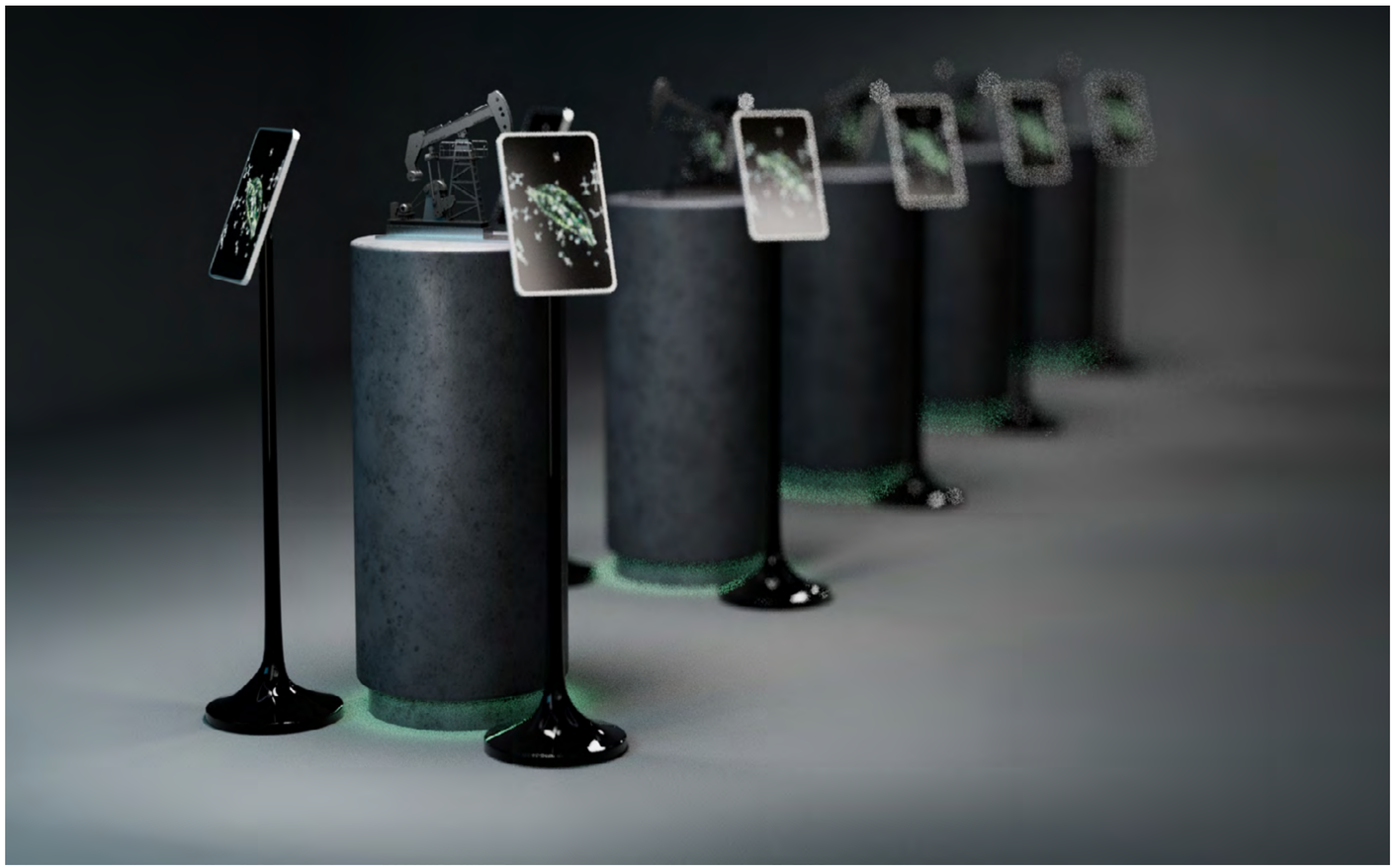
SECONDARY CONCEPTS

AR DATA WEB
IDEA_B



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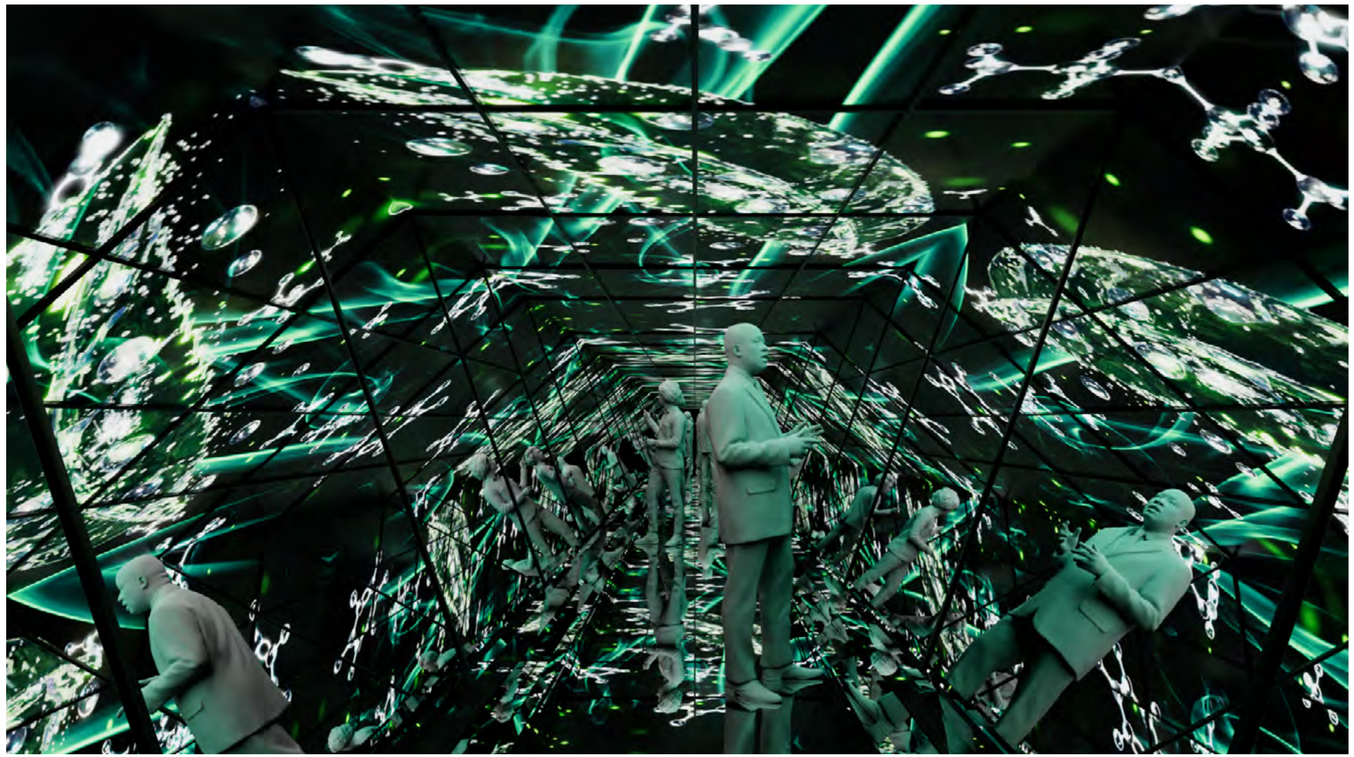
IDEA_C

MIRROR TUNNEL

MOOD BOARD MIRROR TUNNEL

MOLECULE RENDERS PRE VISUALIZED TUNNEL



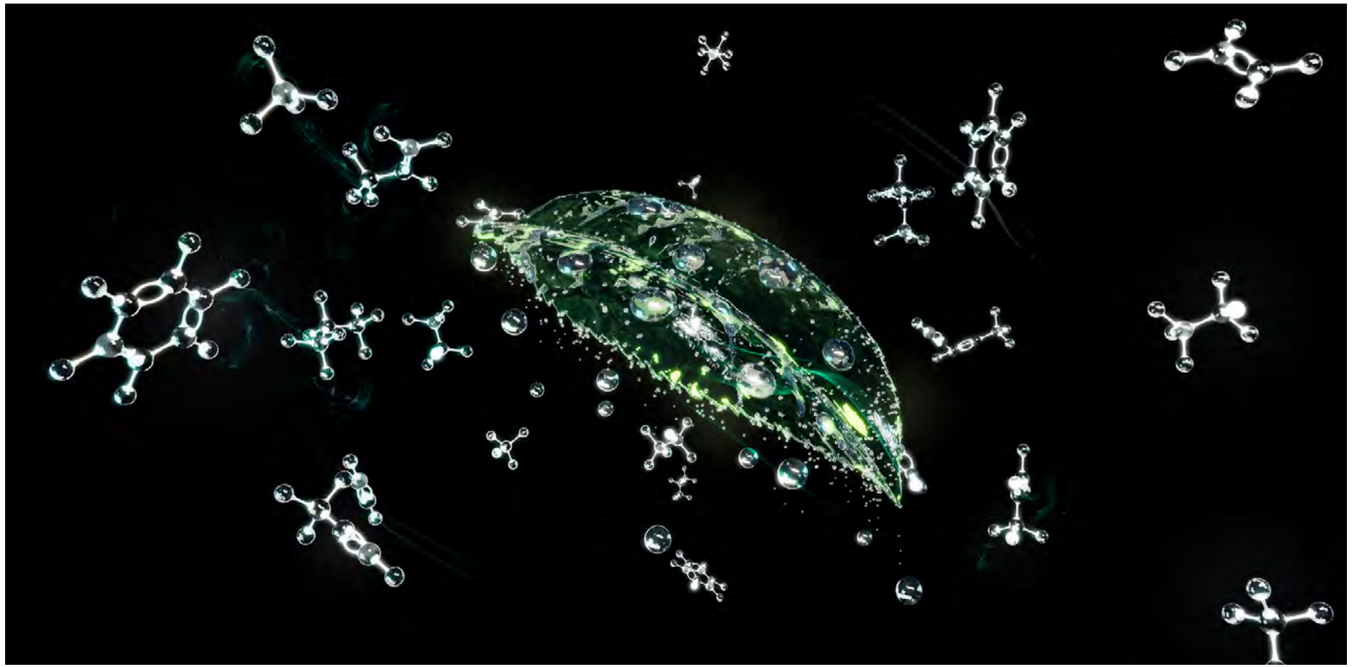
MOLECULE RENDERS PRE VISUALIZED TUNNEL

SOCIAL NIGHT PROJECTIONS FROM MOBILE PLATFORM

IDEA_D

In idea_D a 10k projector will be deployed from a van driving along the street circling the hotel during a event or social that happens in the building next door on the same complex. While the mobile projection platform drives it simultaneously projects out the side window floating elements of molecular interaction and connection nothing is mapped everything floats over top of whatever surface it hits.

MOLECULAR RENDERS FOR FLOATING MOBILE PROJECTORS



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THANK YOU

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