



META PRODUCTION

Associate company of

aux media group

Make Dreams Come Alive



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AUX ECOSYSTEM

AUXSTUDIOS

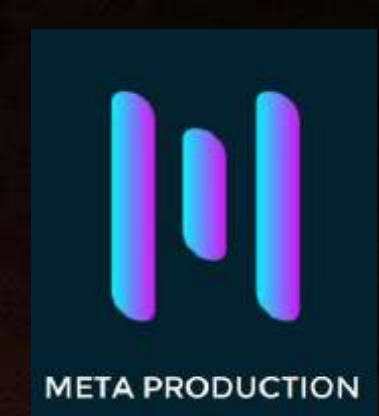
4 in 1 Studios
All interconnected
XR, LED, Black Box,
Lifestyle Hybrid and
Virtual

EXTENDED REALITY PRODUCTIONS

Remagine Storytelling
Content Creations
XR, Disguise, Unreal Game
Engine Camera Tracking
LED Wall XR.VP

FESTIVALS & CAMPAIGNS

National Level
Productions
Physical Outreach
Concerts and Live
Streaming



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Video



XR



Staging



Sound

auxTechnical



Intercom



Lighting



Live Streaming



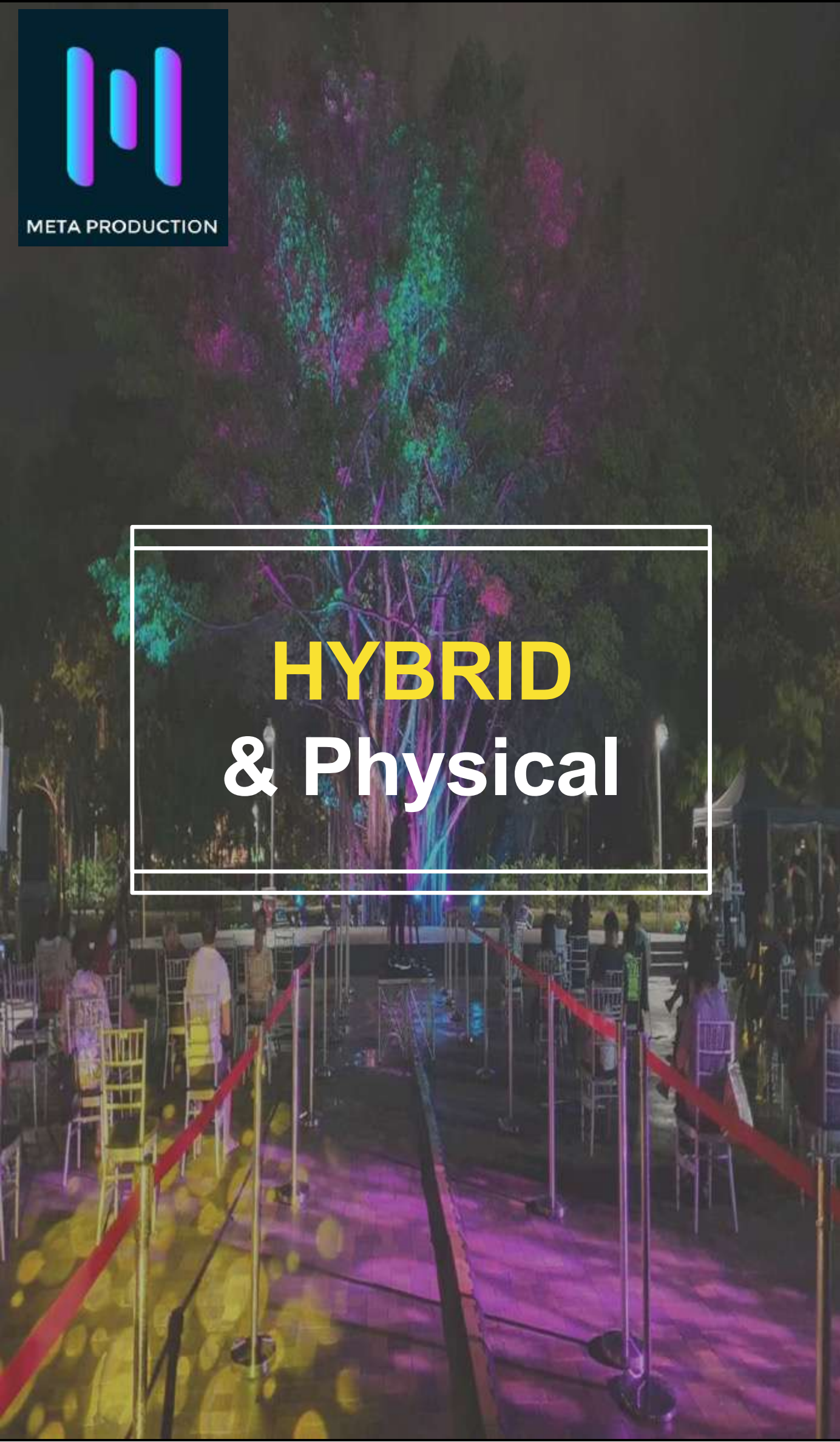
META PRODUCTION

HYBRID & Physical

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VIRTUAL

AUX IMMERSIVE STUDIO





META PRODUCTION



**HYBRID &
PHYSICAL**



META PRODUCTION

LARGE SCALE EVENTS

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Marina Bay Singapore Countdown 2021 & 2022

Shine A Light Immersive Walk

Share The Moment Video Projection Mapping

MARINA BAY
SINGAPORE
COUNTDOWN **2022**





META PRODUCTION

LARGE SCALE EVENTS

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Marina Bay Singapore Countdown
2021 - 2023

'Share the Moment'

Light projection shows on the facades of
The Fullerton Hotel, Merlion and ArtScience Museum



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META PRODUCTION



Marina Bay Singapore Countdown 2021 - 2023

'Share the Moment'

In collaboration with students from local institutions to co-create artworks inspired by stories from the City of Good

LARGE SCALE EVENTS





META PRODUCTION

LARGE SCALE EVENTS

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Marina Bay Singapore Countdown 2021 & 2022

'Shine a Light 2021'

Light beam display powered by 60 beams at The Promontory, designed to symbolise unity, positivity and resilience - a guiding beacon that underpins Singapore's spirit





META PRODUCTION

LARGE SCALE EVENTS

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**Marina Bay Singapore Countdown 2022
With The Majority Trust**

‘Shine a Light’

Fund Raising Campaign - \$900,000 to benefit
charities for the whole of Yr 2022.





META PRODUCTION

Great Place To Work.



LARGE SCALE EVENTS



Best Small Workplaces™
Great Place To Work SINGAPORE 2021

#1 SIGNIFY SINGAPORE

Best Small Workplaces™
Great Place To Work SINGAPORE 2021

GREAT PLACE TO WORK 2021
Global Authority on Workplace Culture. Building a better society by helping companies to transform their workplaces!



META PRODUCTION

LARGE SCALE EVENTS



SMU PATRONS DAY 2020

Singapore Management University annual birthday celebrations . 1 full day of celebrations within the campus featuring headliners like Jasmine Sokko, Ben Kheng and their student performances.



META PRODUCTION

LARGE SCALE EVENTS



SMU ACADEMIC YEAR OPENING CEREMONY 2019, 2018 & 2017
Transforming the school of law auditorium into a magical theme venue for AYOC 2017. See if you can guess what was the theme for 2017.



LARGE SCALE EVENTS



Singapore Night Festival 2019

Over 50 local and International acts

Over 660,000 visitors

\$21M PR Coverage





META PRODUCTION

LARGE SCALE EVENTS

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Singapore Night Festival 2019

'Fuerza Bruta'

360-degree sensory theatre party spectacle performed
over and around the standing audience





META PRODUCTION

LARGE SCALE EVENTS

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Bras Basah Bugis NDP 2021 Light Up

<https://www.youtube.com/watch?v=91NYnh9hWkw>



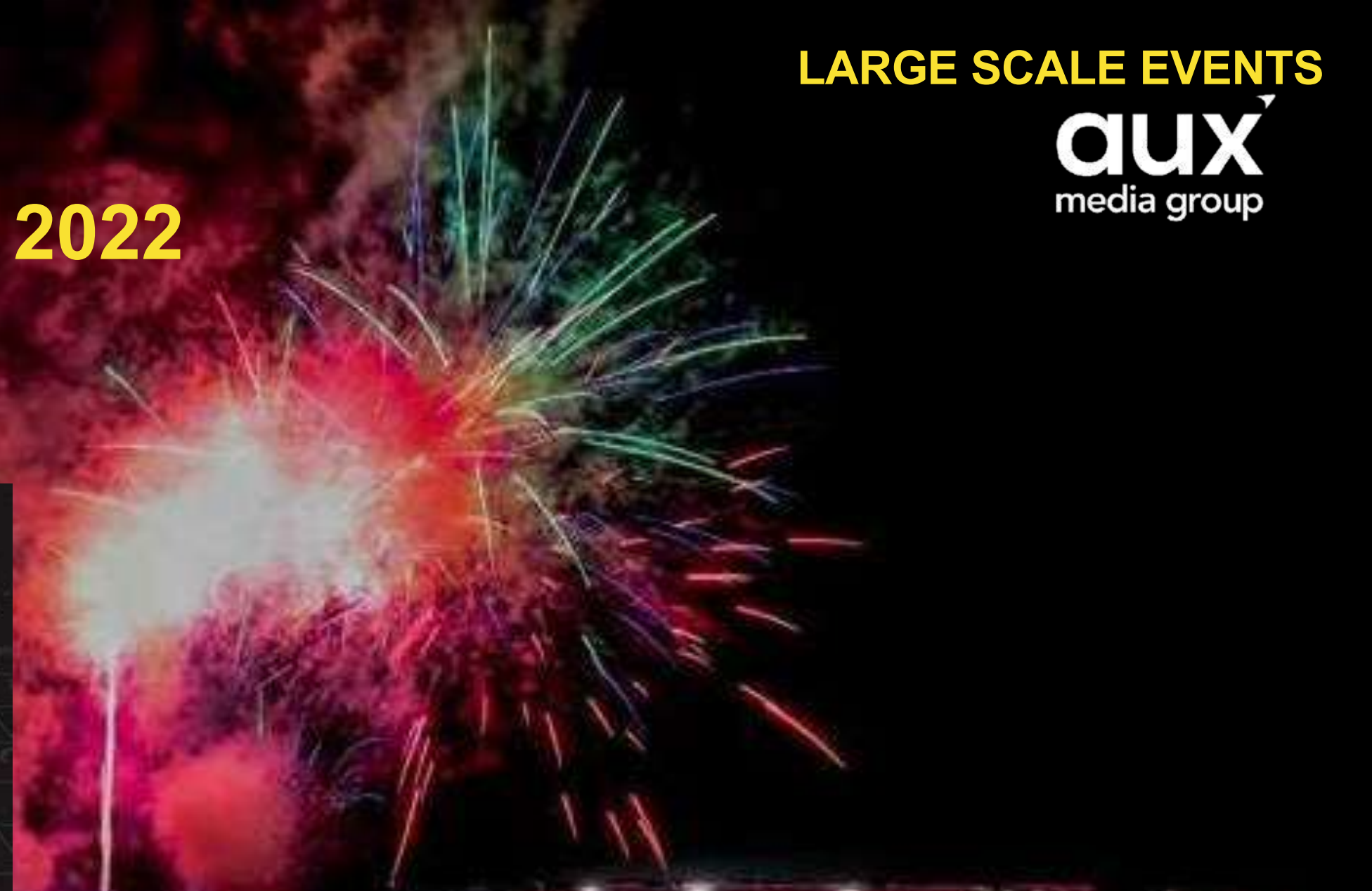


Our Tampines Hub WE WILL ROCK YOU Live Concert 2022

LARGE SCALE EVENTS



New Year Eve's Countdown 1000 Phygital Rock Concert





**Our Tampines Hub
Live Concert 2021
New Year Eve's Countdown
100,000 Online audience
Fireworks!**

LARGE SCALE EVENTS
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OUR TAMPINES HUB
always something for everyone!

JOIN US FOR THE NYE COUNTDOWN TO

2021

CONCERT & VIRTUAL FIREWORKS DISPLAY

THURSDAY 31 DEC 10PM **LIVE** **YouTube LIVE!**

ROY LI FEI HUI
LIU LING LING
BENJAMIN KHENG
HAO HAO
TABITHA NAUSER

HOSTED BY THE MUTTONS

Catch live-streaming of dazzling fireworks, laser show, concert performances, exciting game show online and win fabulous prizes!



Goblue4SG NIGHT CARNIVAL

The first ever #GoBlue4SG night carnival held. You will see the Marina Barrage transform into a blue wonderland with food, games and fireworks painted in the colour blue. More than 20 buildings, including National Gallery Singapore, Gardens by the Bay and Marina Bay Sands will be lighting up in blue, as a show of their commitment to water conservation.





SINGAPORE WORLD WATER DAY 2019

Guest of Honour:
President of Singapore Mdm Halimah Yacob

The annual celebration opened as a platform to rally the community to celebrate and conserve water, and organise events about water. There were more than 64 roadshows held at shopping centres and community events held islandwide where the public can learn more about how to save water and pledge their commitment to do so. Water rationing exercises were also be conducted in schools to inculcate water-saving habits among our youths.



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LARGE SCALE EVENTS

Opening of Singapore Design Week 2019 & SingaPlural 2019

Guest-of-Honour
MR CHEE HONG TAT
Senior Minister of State, Ministry of Trade and
Industry & Ministry of Education
4 March 2019



LAUNCH OF THE SINGAPORE DESIGN WEEK 2019, 2018 & 2016

The annual SDW brings together a collection of local and international design activities in Singapore. Organised by the DesignSingapore Council, the SDW is open to the design community, businesses, design students, public sector officers and the general public.





PRESIDENT'S UNESCO CREATIVE CITY OF DESIGN PUBLIC FORUM 2019

In this public forum, representatives from UNESCO Creative Cities of Design, including Singapore, shared their efforts in designing for impact in education, public policy, businesses and communication. Participants were able to engage with these representatives to understand how they are turning to design to add value and grow sustainably in an increasingly demanding, complex and fast-changing world.





The campaign spreads across a few months at many locations in Singapore to allow Singaporeans and overseas friends to pledge their support for our Hawker Culture.

In March 2019, Singapore submitted the nomination documents to inscribe “Hawker Culture in Singapore: Community Dining and Culinary Practices in a Multicultural Urban Context” on the UNESCO Representative List.



ARTS IN YOUR NEIGHBOURHOOD (AYN) 2018 - 2021

An initiative by the National Arts Council to bring various art forms to the community. Different performances include dance, theatre, singing etc which took place in many locations throughout the months of Nov 2018 and March 2019.

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META PRODUCTION

NAC-ExxonMobil Concert In The Gardens

Feb 2021



Arts@SBG Presents

NAC-ExxonMobil Concert in the Gardens

Music Oasis 2021



13:43 / 57:10

Arts@SBG Presents

NAC-ExxonMobil Concert in the Gardens

Music Oasis 2021



ARTS@SBG LIVE STREAM

NAC-ExxonMobil Concert in the Gardens



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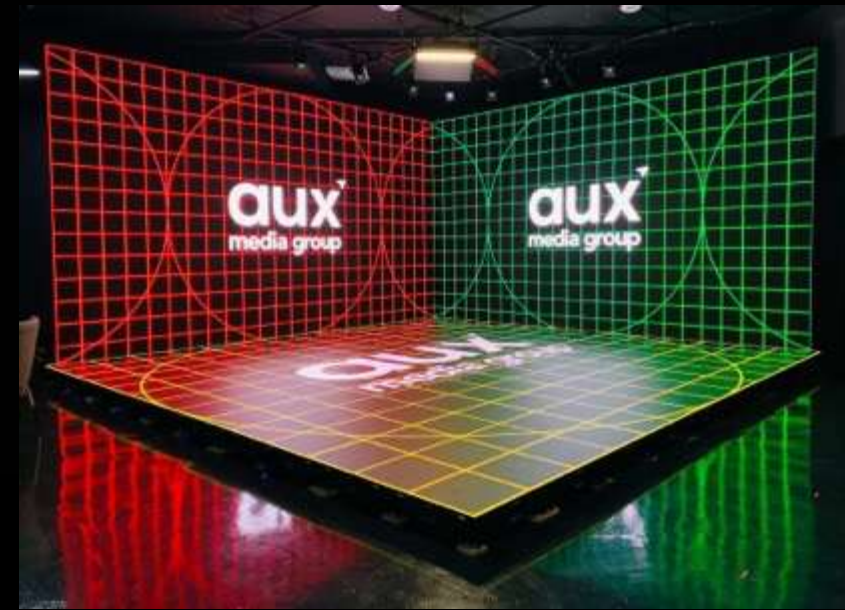
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Bringing your brand to life with

AUX IMMERSIVE STUDIO

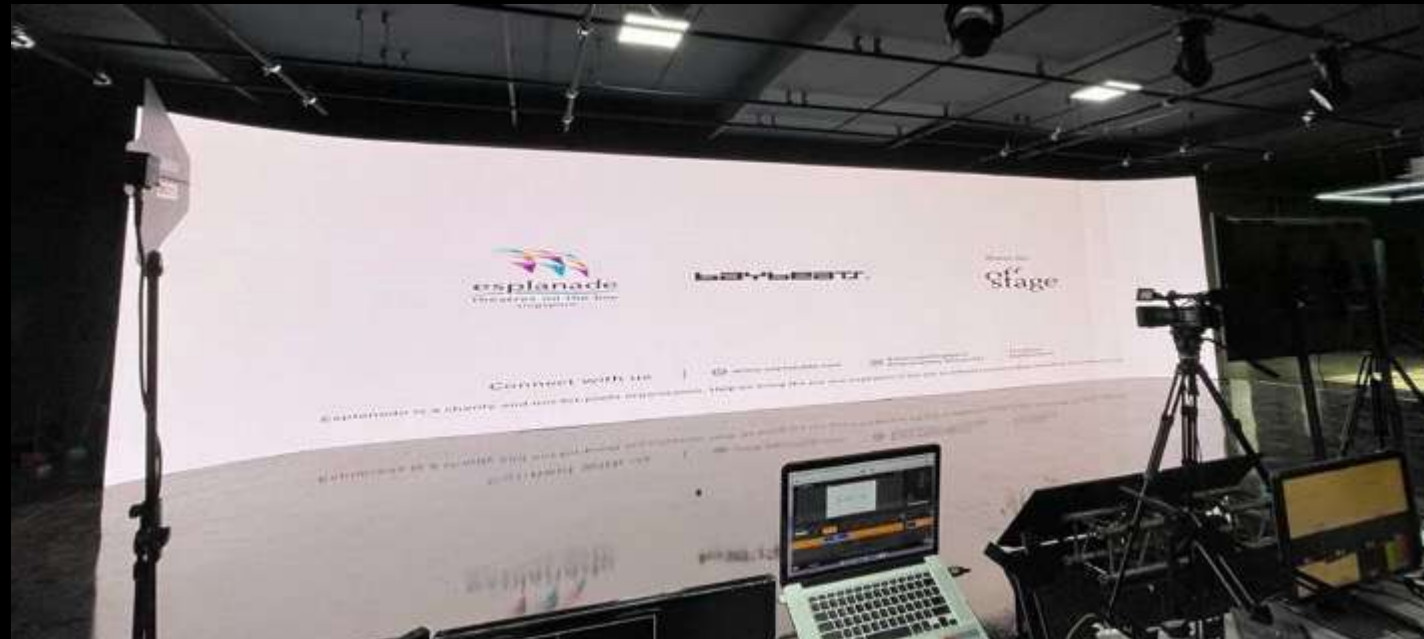
the only EXTENDED REALITY
production agency

aux
media group
IMMERSIVE STUDIOS
WHY US?



Our technology is compatible and supports various platforms. We marry different capabilities with platforms you are familiar with to achieve greater results and experience.

STUDIO 1



STUDIO 2



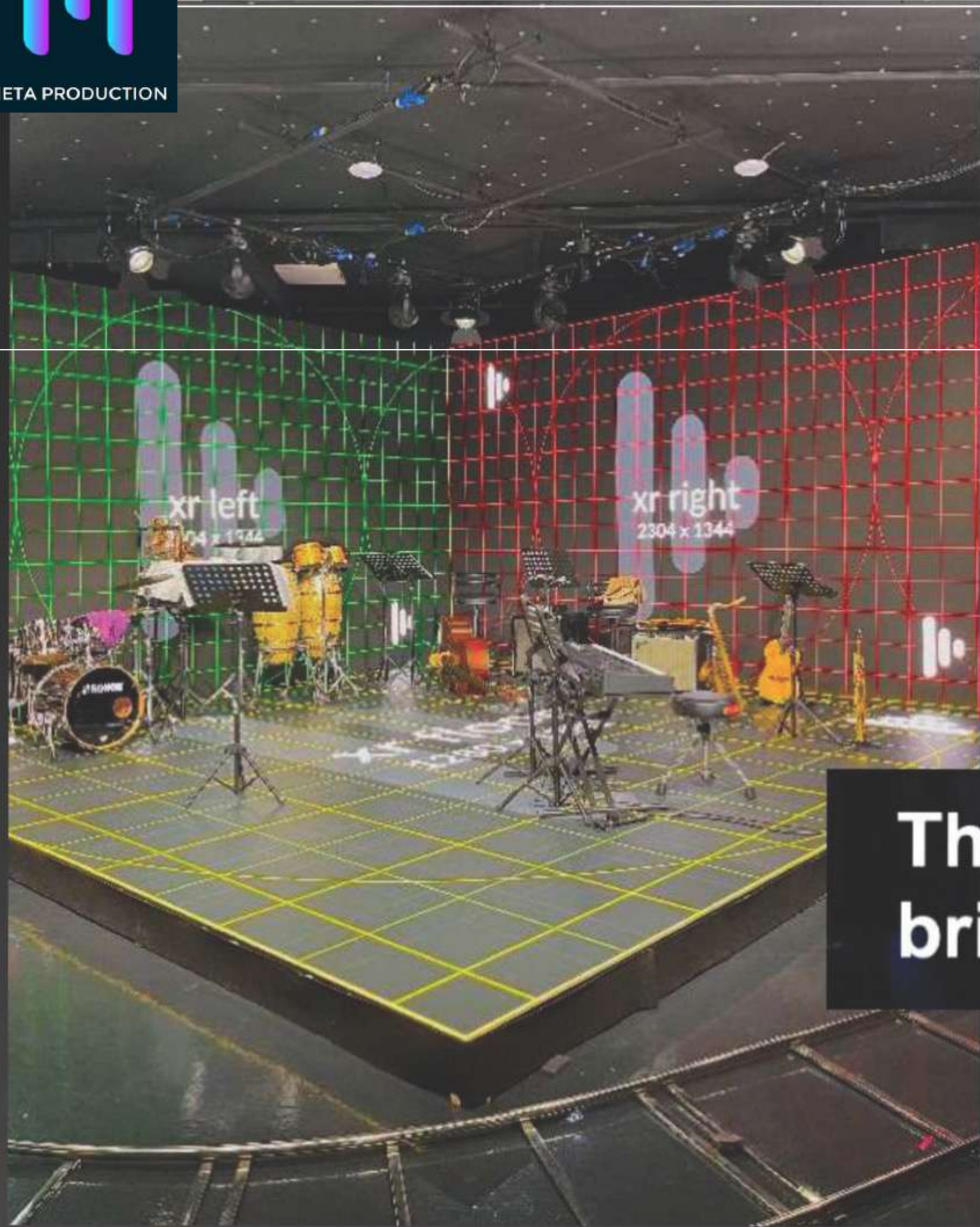
STUDIO 3



STUDIO 4

Capabilities

Aux Immersive Studio is a network of 4 studios designed to host different events such as town hall meetings, conferences, seminars, workshops digital concerts and filming etc. The 3 Main studios are within the same building while the city studio is at Raffles Place. Multiple rooms are available to cater for various industry needs and are integrated into our workflow with guidelines for COVID-19 in mind.



Public digital news amp up the virtual game

Tuesday, October 06, 2020

f - @
tlme5.com.sa

Local event management firms have developed solutions that will ensure online events are comparable to their on-site counterparts.

The right venue is crucial to a successful business event, but many organizers have realized that virtual events during the Covid-19 pandemic. Two quality venues, be they on-site and hybrid options to customize branding and event features have become less dependent on physical space. The event management firms that provide these solutions are embracing technology.

For physical events capped at 250 guests, the venue and organizers adapt the "look and feel" of the event. These companies are determined not to let the online event be subordinated as the "high register" to its on-site counterpart.

De that end, they have spent the last few months developing their own digital venue solutions, such as integrated lighting, graphics, sound, and virtual reality capabilities to upgrade the online event experience.

Adam Pappas, CEO and founder of events company Connected Productions, believes that every company wants to deliver a great event, and this has traditionally translated to on-site standards for physical venues.

"Would you look at a community hall that has your physical event? I don't think so. Because there are no attendees that you should look at as a feature event at a country club or a hotel," Mr Pappas said.

"If we have that mindset for physical events, I believe it's only a matter of time before online events will be the same. It's not about the venue, it's about the experience. They will be the same."

During the covid-19 pandemic, Connected Productions spent about a month and between \$50,000 and \$100,000 developing an integrated platform called Connect VR, which can be used to host virtual events. The platform is designed for multiple users to interact in a digital event, from registration to video streaming and social media activities.



The Connected Live platform creates virtual settings where a speaker can appear and present in a digitally recreated event venue, while participants and other presenters join via video feed.

Mr Pappas said interest in Connect VR is picking up as clients realize that customized physical events are not increasing anytime soon. His firm has runs two to three events a week on the platform, up from about one a week before August.

The technology, though not the Connect VR platform itself, was used in the afternoon segment of this year's National Day Parade, helping to bring real audience interactions through feedback that rate the online event. Technology is also being used to bridge the physical distance between speakers and remote audiences in the viewing experience. Connected Live, a virtual event platform developed by MacGraw Connected Productions, is a virtual event platform designed to bridge the physical distance between speakers and remote audiences in the viewing experience.

Three-dimensional effect, not static and flat. Motion tracking is one of the key technologies used in MacGraw's studio to create a convincing illusion for the on-site audience. The LED screens are programmed to link up with motion capture sensors used to track the event. As the camera moves around the space, the screen displays adjust according to the camera's perspective to create the "parallax effect" that makes the backgrounds appear three-dimensional, rather than remaining static and flat.

The effect achieved with such technology is so convincing that companies like Disney have already used it successfully to create virtual films.

MAKING THE HEADLINES IN THE NEWS

As Featured on Business Times

Those who want the latest in immersive technology can turn to U-Media Group, which has built an XR studio in the heart of Kalang Avenue.

In this studio, 3D models and an LED floor floor that pre-enters can stand on or be displayed on. It's a place where whatever environment is displayed

The region's largest immersive studio bringing your brand to life

- Main Features
- Customizable environment not limited by physical space constraint
- Customizable AR contents providing a more interactive experience for the viewers
- Teleportation from anywhere globally



Our Network

more than 250 XR stages globally



XR STUDIOS

Los Angeles

USA

USA

New York

USA

PURE VIEW

PARIS

APPIA

GENEVA

SWITZERLAND

UK

WHITE LIGHTS

LONDON

France

GERMANY

BRIGHT STUDIOS

FRANKFURT

AUXMEDIA

SINGAPORE

SG

JAPAN

TAKENAKA

TOKYO

MEPTIK

Nashville & Atlanta

USA

HKG

HKG



META PRODUCTION

Taking the lead through digital transformation

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Use of Game Engine software for a realistic environment creation



Camera tracking system accompanied with a seamless camera operation protocol



Real-time rendering capabilities via a high-powered media server





“ **Augmented (AR), Virtual (VR) and Mixed Reality (MR) elements to extend Extended Reality (XR) is a collective term in live production combining the reality we experience by either blending the virtual and ‘real’ worlds or by creating a fully immersive experience.** ”



Augmented Reality
 Widely used term to describe the addition of 3D generated content, composited over a live background view

Virtual Reality
 Goes beyond composited AR, placing real-time rendered content on screens, actors and real objects, creating rich virtual environments

Mixed Reality
 Use of computer technology to create a simulated environment, and places the user inside an experience

Practical applications of Extended Reality



Corporate Events



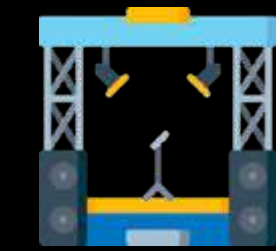
Education



Film



Broadcast



Live Music



eSports

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HYBRID & VIRTUAL PRODUCTIONS

RECREATE RELATIONSHIPS

RATHER THAN FORMATS

THINK 'BOTH' RATHER THAN 'EITHER'

We transform your events using dynamic event formats

Green
Screen

LED
Wall

Extended Reality (XR)
Productions

Your event is in safe hands with our multi-platform expertise



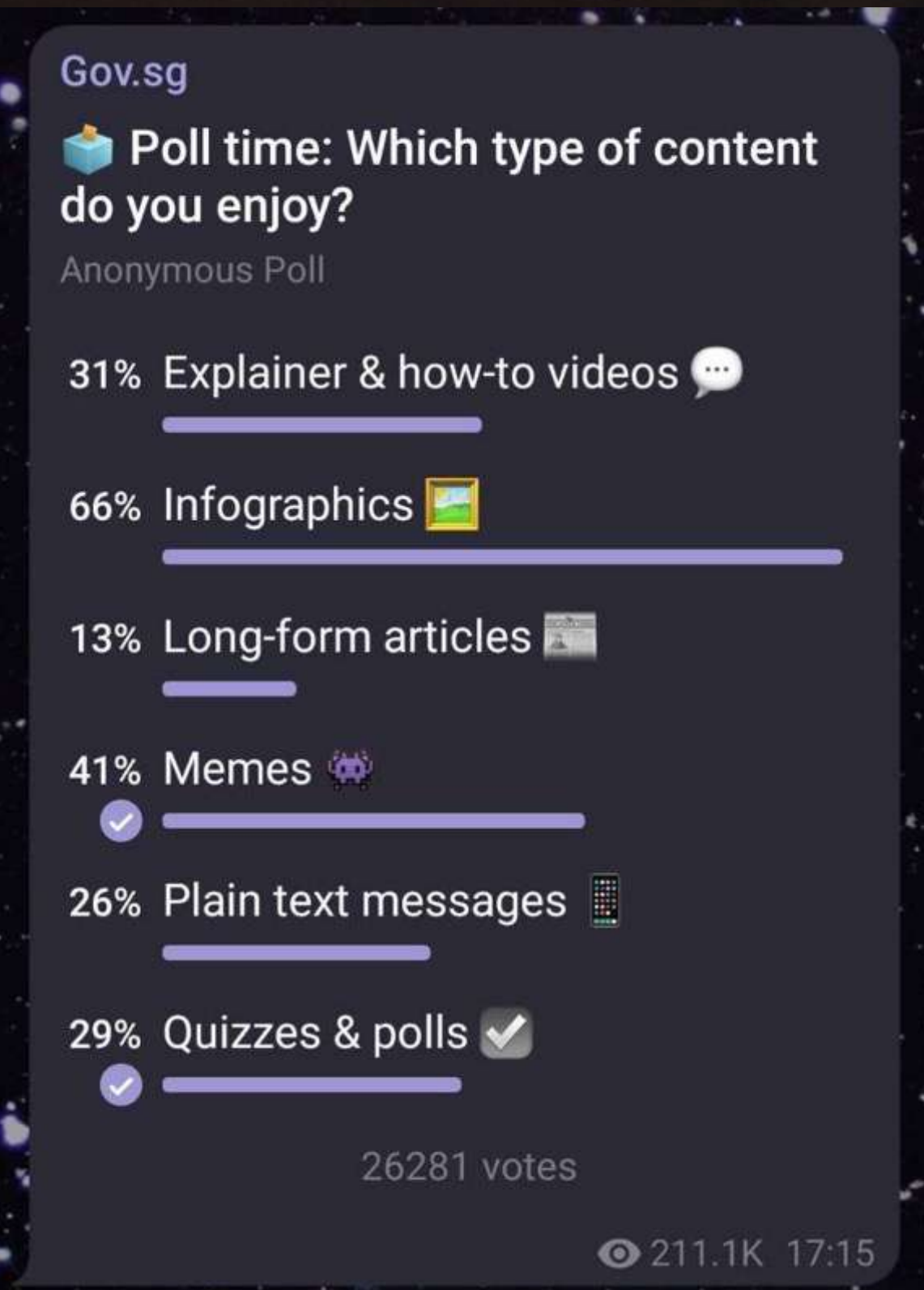
Our productions at a glance:



Public Engagement



Telegram Chats



Virtual Audience can join in the concert as live audiences via Zoom. They will be flashed onto the screen behind the singer and this allows the singer to see and interact with his/her audiences, creating a similar environment as a physical concert.

The singer can also speak to the audience and invite them to share a personal moment that is related to the theme.

During these moments, guests artistes or viewers can appear as Augmented Reality Appearance next to the celebrities for the 1-1 session, much like being invited on stage for a chit chat while the rest watch around, creating a strong physical connection.



Extended Reality

at a glance

UNREAL Stage Design



Extended Reality Shows

at a glance

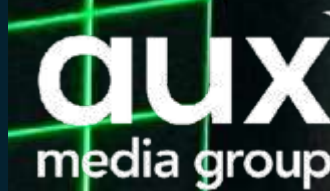


UNREAL Stage Design



Extended Reality Shows

at a glance



International SOS Global GM Meeting



Razer E3 Keynote Presentation



CPF Digital Festival Multi Studios Broadcast



Jazz Association Fund Raising Gala Concert



EXTENDED REALITY SHOWS



SMU PATRON DAY 2021 XR Show

and Entertainment and Entertainment

Watch these stars shine in a 100 min extravaganza
First university to put up a gig
using cutting-edge XR (Extended Reality) virtual environment

Don't Miss It!
Tonight 8pm, PD21 Portal
[Click here!](#)

Made possible by PD21 Official Event Tech Partner, Aux Media Group

EXTENDED REALITY SHOWS

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Be Ready with CPF

Every purpose
needs a plan.
Find yours.



**CPF DIGITAL FESTIVAL in XR and
Multiple Studios Concurrently**

Client: CPF



META PRODUCTION

FUND RAISING LAUNCH

Record of \$900K raised
SHINE A LIGHT 2022 with The Majority Trust



EXTENDED REALITY SHOWS

B4 SINGAPORE

THE STRAITS TIMES | WEDNESDAY, DECEMBER 29, 2021



People enjoying the Shine A Light show at the promontory at Marina Bay yesterday. The Shine A Light campaign by philanthropic organisation The Majority Trust puts the spotlight on local ground-up initiatives through 60 moving light beams mounted on the floor of the Marina Bay Promontory. The show started on Dec 1 and ends on Friday. ST PHOTO: JASON QUAH

Shine A Light campaign raises \$900,000 so far

Money will go towards funds for migrant workers, youth mental health and the elderly

Syarafana Shafeeq

The light show with a cause that was launched at the beginning of the month has raised close to

\$900,000 so far. The Shine A Light campaign by philanthropic organisation The Majority Trust has been putting the spotlight on local ground-up initiatives through 60 moving light beams mounted on the floor of the

Marina Bay Promontory since Dec 1. The show concludes on Friday. While there is no charge for viewing the nightly light show, the public is encouraged to make a donation or "adopt" a light beam for \$20,000. The money will go towards providing grants to five funds that target different beneficiaries. The Scaffold Fund aims to promote stronger community bonds

between locals and migrant workers, as well as address the needs of domestic workers and low-wage migrant workers. Youth mental health and the elderly are among the focus of the other funds. Chief executive of The Majority Trust Martin Tan said: "It has been a difficult year for many, and we are already grateful for all the support we have received. In the com-

ing days and weeks, we will continue to speak with donors and partners to raise the funds our grantee partners need in 2022." The beams are in different colours each week to highlight a different cause, with magenta lights featuring from today to Friday, to represent Singapore's harmony, say the organisers. One of the ground-up initiatives that will benefit from the fundraiser is 6th Sense, a befriending programme for children from rental flats in Kebun Baru. Its co-founder Abhishek Bajaj said: "Beyond Covid-19's impact on the communities, we are working towards stabilising and flourishing in our impact on the children we serve. "Thus, we are planning a whole host of activity themes which revolve around sports - learning roller blading, picking up new art techniques, and venturing into

speech and drama. The Shine A Light fund raiser will help us kick-start these possibilities early and allow us to focus on making these a reality." The campaign has also been offering a weekly roll-out of activities since the start of this month, such as podcasts and videos featuring leaders of ground-up initiatives like Mr Abhishek. The Shine A Light display is presented by the Urban Redevelopment Authority as one of the highlights of the Marina Bay Singapore Countdown 2022, alongside light projection show Share The Moment, which transforms the facades of The Fullerton Hotel Singapore, the ArtScience Museum and the Merlion. To donate to the fund raiser, go to https://www.giving.sg/the-majority-trust/shine_a_light syarafanams@sph.com.sg

GOVTEC DIGITAL AWARDS

Client: GovTec

EXTENDED REALITY SHOWS



EXTENDED REALITY SHOWS

WELCOME ADDRESS

Mr Keith Tan
Chief Executive, Singapore Tourism Board



SINGAPORE TOURISM BOARD
TOURISM DATA
LEADERSHIP
CONFERENCE



**TOURISM DATA LEADERSHIP
CONFERENCE 2021**

Client: STB

EXTENDED REALITY SHOWS



VIRTUAL LEADERS MEETING 2021

Client: ISOS

EXTENDED REALITY SHOWS



RAZER E3 KEYNOTE PRESENTATION in XR

Client: RAZER

MIN-LIANG TAN

RAZER FOUNDER & CEO
@MINLIANGTAN

Award Ceremonies

With virtual guests streaming in via online platforms



EXTENDED REALITY SHOWS



Hewlett Packard GM Vivian Chua with Minister of Manpower, Ms Josephine Teo

FUND RAISING GALA EVENTS

Record of \$650K raised virtually in the first of its kind XR
JASSO Fund Raising Gala Dinner cum Concert

EXTENDED REALITY SHOWS



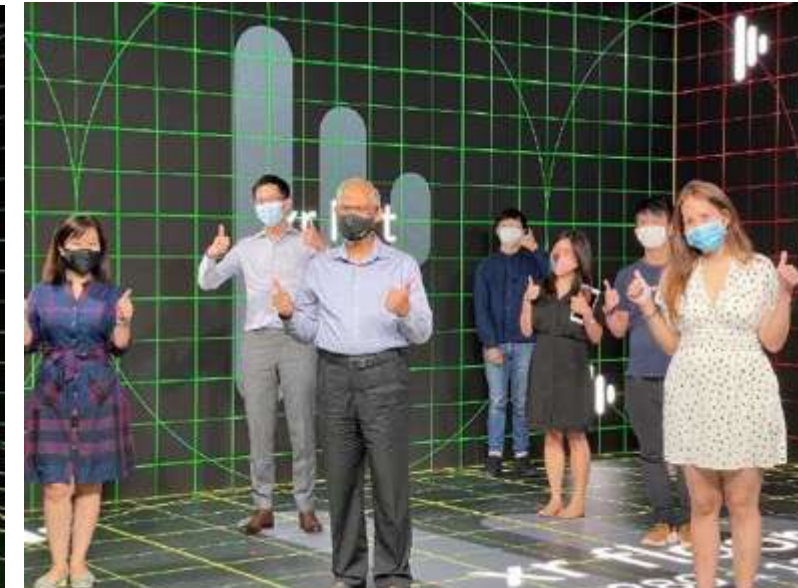
SHOW MANAGEMENT

VIP MANAGEMENT

At AUX, we have a team dedicated to the development and management of VIP programs, ranging from ushering duties to the tailoring of customised programs to suit the needs and requirements of VIP clientele.

STAGE MANAGEMENT

AUX has more than 20 years of experience in stage management, and is well equipped to manage and organise all aspects of productions, ranging from the facilitation of communication related to production and stage management, to providing technical, back-stage solutions according to the visions of clients.





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OUR PARTNERS



mo-sys



Panasonic
BUSINESS



NOTCH



ROE
CREATIVE DISPLAY



SHURE



HIGH END SYSTEMS



Aputure
Next Level Imaging

RECREATE RELATIONSHIPS RATHER THAN FORMATS
THINK 'BOTH' RATHER THAN 'EITHER'

The Future of StoryTelling



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Aux Immersive xR

Engaging audience in a new way
Digitalisation of Workflow, Processes and Deliveries in the Entertainment and Creative Industry

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