



METL MEDIA +
EMERGING
TECHNOLOGY
LAB

The Media + Emerging Technology Lab (METL), a part of the UNCSA School of Filmmaking, is dedicated to the exploration and production of storytelling, content creation and artistic expression through emerging technologies.

METL TRAINS THE CREATIVE INNOVATORS OF TOMORROW BY BRINGING TOGETHER ART AND TECHNOLOGY.



The **Media + Emerging Technology Lab** was launched in 2017 at the University of North Carolina School of the Arts (UNCSA) by the School of Filmmaking, the #10 ranked film school in the country. One of the few immersive labs in the country to be part of a nationally-ranked arts conservatory, METL is poised to train, engage and serve as a resource for the next generation of creative innovators – and to lead innovation across all industries including medicine, business, education, arts and culture, and gaming entertainment.

Immersive experiences are now wide ranging and use a variety of advanced technologies: Global projects include large-scale works of artistry and beauty, stories of social change creating insight and empathy, medical advancements in pain management and surgery, and increased engagement and retention in the classroom.



*L'Atelier des Lumières | Vincent Van Gogh, Terrasse de Cafe, 1888.
Credit: @Bridgeman Images - Culturespaces*

METL's work is inspired by immersive content being produced by the UNCSA School of Filmmaking, and around the world. This includes "Traveling While Black", the 360-video by Academy Award-winning director Roger Ross Williams exploring racial discrimination and profiling, as well as the immersive projection mapping exhibitions of L'Atelier des Lumières in Paris (above).

Sources of inspiration also include immersive technology solutions that enable collaboration, productivity, and team-building for consumer products, finance and manufacturing.

PROGRAMS & INITIATIVES

METL is thriving with programs, partnerships and innovative ideas ready to drive economic and artistic development in North Carolina, and to meaningfully contribute to the emerging global culture of integrating technology and storytelling.

PARTNERING WITH INDUSTRY

METL collaborates with peer institutions throughout the UNC system and works with technology leaders in the field including Oculus, Unity, Paramount Pictures, Technicolor, D-Box and Magic Leap. METL also works with organizations that see an opportunity for utilizing emerging technologies within their business operations such as Fidelity, Wake Forest Baptist Health, Wheelhouse Media, UNC-TV and Research Triangle Institute, among others.

FUTURE OF REALITY SUMMIT

METL and the UNCSA School of Filmmaking hosted the inaugural Future of Reality (FoR) Summit in Winston-Salem moderated by industry leader Kent Bye (at left) and featuring more than 150 attendees, 26 speakers and six exhibitors over two days. The FoR Summit is a cross-field event creating a collaborative network of executives, practitioners, researchers and thought leaders exploring immersive storytelling strategies and audience engagement through emerging technologies.

The Future of Reality Summit is a biennial event, with the next one planned for fall 2021.



FoR Summit 2018 Panelists



FoR Summit Host Kent Bye



IMMERSIVE STORYTELLING RESIDENCY PROGRAM

METL has launched the Immersive Storytelling Residency Program, the first of its kind in the country. The program brings together a game developer, a technical artist and a screenwriter/producer for six months to develop and produce a cutting-edge immersive arts project using METL's state-of-the-art facilities and guided by world-class UNCSA faculty and industry advisers. The culminating project will debut via film festivals and online platforms.

Goals of the residency include excellent professional development opportunities for its participants, a pipeline of workforce preparedness in the immersive arts sector and meaningful contributions to global immersive projects.



Concept art for BonsAI, 2020 residency project

UNCSA IMMERSIVE MEDIA

The immersive media classes offered in the School of Filmmaking spearhead the education of the next generation of creative innovators at both the undergraduate and graduate level. Developing skills through experience with emerging technology provides students with an opportunity to expand creative vision and leadership abilities. Collaborating across the UNCSA campus with the Schools of Design and Production, Dance, Drama, and Music, METL and the School of Filmmaking work to advance curricula, introduce immersive technology across the campus, and foster learning outcomes by developing innovative projects to benefit our external industry and community partners.



PROFESSIONAL GRADE FACILITIES

The UNCSA School of Filmmaking features a full production backlot and industry-grade pre/post production equipment. METL's primary space is housed in a 3,600-square-foot cube with a 30' x 30' Vicon motion capture environment that features real-time rendering, a 20' green screen, game engine integration (Unreal Engine & Unity) and the ability to rig virtual cameras.

METL UTILIZES THE INDUSTRY'S MOST ADVANCED METHODS & TECHNOLOGIES.



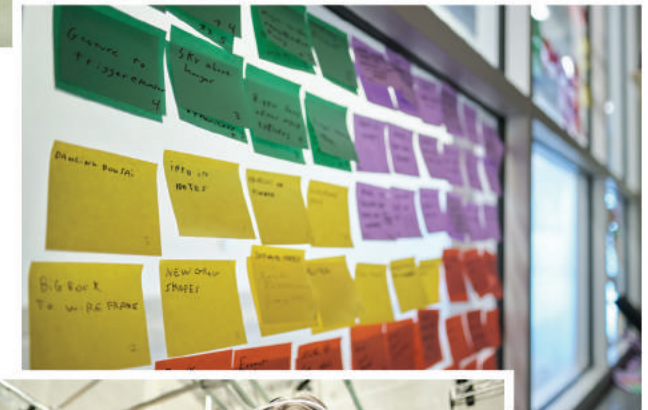
METL LEADERSHIP

A proven leader in technology, business and entrepreneurship, METL Director Ryan Schmaltz (above) leads the lab's overall vision, programs, operations and external partnerships. Previously, Schmaltz was executive vice president at Blippar, one of the world's leading companies for augmented reality and computer vision. Prior to Blippar, Schmaltz was an early leader at Uber and led cross-functional strategic initiatives. He has also held roles at Microsoft, Adobe and Deloitte.

METL PROJECT EXAMPLES

Uniquely positioned at the intersection of content creation and technology, METL is leading the development of transformative, cutting-edge immersive arts that can create astonishing works of beauty, impact social and environmental change, enhance lives with improved medical techniques and business practices, and expand next-level gaming entertainment. These include:

- VR modules for hospitals to enhance physician training and telehealth access;
- Using artificial intelligence to revitalize cultural centers and museum exhibits;
- XR modules for first responders and HAZMAT training;
- Joint university-level courses and summer high school intensives; and
- METL's presence at Sundance, Tribeca, and RiverRun film festivals, the Future of Storytelling, Cannes XR and other industry conferences.



TERMS

VR (Virtual Reality): Using technology to be visually immersed in a virtual environment.

AR (Augmented Reality): Overlaying digital content on the physical world often with a smartphone, projector or headset.

MR (Mixed Reality): Incorporating both VR and AR elements within the same immersive experience.

XR (Extended Reality): An umbrella term referring to all immersive technologies.

GET INVOLVED

Support creative innovation across all fields and the training of tomorrow's visionaries. METL provides access and opportunity for students across all artistic mediums to develop skills with emerging technology, preparing them for the future.

MEMBERSHIP

Our membership program unlocks access to the business and artistic communities to leverage advanced technologies, produce immersive content and participate in thought leadership.

SPONSORSHIP

Support of the Future of Reality Summit is an opportunity to sponsor new work and ideas from both established and emerging voices in the field.

GIVE A GIFT

Donations at all levels support METL's mission and initiatives. Please visit uncsa.edu/donate and select "Media + Emerging Technology Lab (METL)."



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futureofrealitysummit.org

SUPPORT
THE NEXT
GENERATION
OF ARTISTS
WITH THE
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THEY NEED
TO THRIVE
AND LEAD.



METL

OUR MISSION

To leverage our expertise in content creation across emerging technologies and to foster economic and creative development through collaborations with leading industries, artists, entrepreneurs and universities.

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UNCSA