

**AMD Cinema 2.0 Experience  
Dan Gregoire, Halon Video Transcript**



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[www.amd.com/cinema2](http://www.amd.com/cinema2)

## **Transcript: Daniel Gregoire**

So the cinematic and the interactive aspects of Cinema 2.0 -- what this vision really is going to mean to us and to my company, Halon, and to me as a creative supervisor for top directors and also for direction moving forward on the set, in games, and bringing all these [movies] together I think is really that the technology is really not what's doing the work. That's one thing that's been a misnomer in the industry in general is that it's all just new technology that's allowing people to do things, or it's more specifically what is actually doing the thing. And that's actually completely untrue. We, just as anyone else in the film industry, are coming to the table with these high sets of technology and we're using them. But it's not the technology that's doing the work.

It's actually an art and a craft to do these things. And when we have to wait for the technology to get out of the way in order to ultimately see what it is that we're trying to get for a customer, a director or a producer or whoever it is that we're actually working for, we're actually losing time and we're losing interest and we're causing a disconnect between what's live in a person's mind and what they want to ultimately see. And when they spend a lot of time explaining it to you, they want to see that output as fast as possible so that they understand you know what they're talking about and so they can communicate that more fully and very visually to everybody else in the production.

And so when we can marry all these different technologies, from pulling data off of cameras to videogame technology that speeds up the drawing process and has interactivity and artificial intelligence and all the great things that are out there in these different industries, and we put them

together in one solid ball and then allow those technologies to inform our artists, we can actually deliver a much more seamless process in a shorter period of time and with a better result, with many more iterative possibilities that a lot of people just play and play and play until they really fit what's in their head.

And that allows them to stay in the moment, discovering their creativity, to find new mistakes that turn into great ideas. You know, it's that flexibility in the creative process that it can all be put together, and it's the idea behind Cinema 2.0. And with Halon and AMD and HI working together, we're really hoping to push this effort forward and bring all these things together and then unleash them onto the industry in a way that brings technology into the film community and the gaming community.

[End of recorded material.]