



Case study

Now we can turbo-charge animation projects

How Shomen Productions cut prep and build time by a third with HERE 3D map data

Shomen Productions needed

To create an animation of downtown San Francisco in seven weeks

[Read more](#)

HERE delivered

Highly accurate 3D map data

[Read more](#)

Shomen Productions gained

Shomen Productions finished a day early

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Shomen Productions needed

To create an animation of downtown San Francisco in seven weeks

When a production company needs to create an animation of a street or city, it can take days or even weeks to gather all the reference data they need before they even start. The same can be true for scouting locations, with costly site visits causing delays or proving fruitless when the location is unsuitable.

Shomen Productions had a challenge: produce an animation of a T-Rex on the rampage in San Francisco complete with alien troops – in just seven weeks.

With such a tight schedule, getting everything right at the production stage was crucial. It can take days or weeks to build a cityscape from various data sources. The Shomen team needed reliable, highly-accurate 3D map data to build their animation of downtown San Francisco.



“There was one week between the pitch and approval, then a week of pre-production, four weeks of production and just one week of post-production. We were cutting it super fine.”

James Bennett, founder, Shomen Productions



About Shomen Productions

Shomen Productions helps companies in the information & tech sectors with their animated content needs. They specialize in character driven, high-end animation and storytelling. The team believes that animation is a wonderful medium for communicating brands and conveying ideas, because it's engaging, malleable and above all fun!

Shomen Productions is a totally remote-based studio with few of the 'traditional studio' overheads or constraints. This enables them to more easily stretch resources and provide more bang for their client's budgets. Their core team are all ex-Hollywood creatives who have worked on projects including Avatar, How to Train your Dragon and The Avengers.



About Amazon Web Services

For over 15 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud offering. AWS has been continually expanding its services to support virtually any cloud workload, and it now has more than 200 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 81 Availability Zones within 25 geographic regions, with announced plans for 21 more Availability Zones and seven more AWS Regions in Australia, India, Indonesia, Israel, Spain, Switzerland, and the United Arab Emirates. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs. To learn more about AWS, visit aws.amazon.com.



HERE delivered

Highly accurate 3D map data



Shomen Productions would normally build a photorealistic scene from scratch. They purchase assets individually from online warehouses or libraries and start putting them together.

With HERE 3D maps, powered by AWS, they got an exceedingly detailed, accurate map of San Francisco without having to build or measure anything themselves. With no site visits required, the animation artists were able to get started straight away.

HERE Premier 3D Cities and HERE Geodata Models are a collection of capabilities that provide high-fidelity, digitized 3D volumetric representations of real-world objects such as buildings, roads, street furniture and terrain, which can be used to create immersive visualization experiences for AR/VR applications, as well as pre-visualizations, video games and simulations. They are scalable and highly accurate.

The HERE pathway to digital innovation

HERE enjoys engagements with leading companies in a full range of industries around the world. Insights into best practices and innovation from across industries is applied to specific customer engagements. With a powerful location platform that combines enterprise-grade location data, services and tooling, HERE looks for ways to help its customers innovate. Then, HERE offers the development support that allows for easy integration of HERE data with customer data to deliver applications that impact end-users in meaningful ways.

“The 3D data maps were immediately useable. Once we had the 3D data, what would have taken us a week to do took an afternoon, because the maps were complete. I was able to scout my locations and do my blocking pass really quickly, and get all my framing correct.”

James Bennett, Founder and Animation Director, Shomen Productions



Shomen Productions gained

Shomen Productions finished a day early

James and his team were able to shave off a day of the planned production time and finished the project early.

They had more time for the creative process as the team did not get bogged down measuring dimensions or putting data sets together. And Shomen Productions had a mock-up for the client ready within a day, meaning it was easier to communicate their vision at an early stage.

James' team of 15 still had to create more detail on the buildings that would appear close-up on the screen. However, this was possible with one artist instead of two, in half the time it would normally take, because of the highly accurate detail on the HERE 3D data they already had — in animation, this process is known as 'previsualization'.

Within seven weeks, their vision was ready to wow the world.

Working remotely

Shomen Productions was formed in 2018 to capitalize on the way technology was changing the traditional working environment. Our teams are formed on a project-by-project basis and individual members can be based anywhere.

The advantages of being able to use 3D maps to scout locations and build animations from anywhere are even clearer in a post COVID-19 world. "We identified back then that remote working and dispersed teams was the way of the future. The pandemic has merely accelerated the transition by 10 years," said Shomen Productions Founder James Bennett.

"The geolocation maps that HERE offers are phenomenal."

James Bennett, Founder, Shomen Productions



The results



Finish projects early

Substantial time saved on scouting locations



Stimulate creativity

Less time and energy spent on the practical frees the imagination



Better client communication

Clear visualization tools to showcase your vision to clients

Clear visualization tools mean clients understand your vision immediately



Ready to turbo-charge your productions and animations?



You probably have some questions first. How can location technology help me? What types of data and services does HERE provide? Are they easy to integrate?

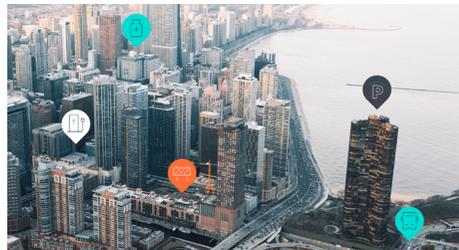
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The 15-minute infrastructure trend that could change public transit as we know it

About HERE Technologies

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit 360.here.com and www.here.com.

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