



*Creating Experiences That
Thrill Your Mind*

Makin' Magic Since 2013

Theory Studios is led by Emmy nominated creative David Andrade and long-time technologist Mark Olson. Collectively, David and Mark have worked in the media industry for over 20 years in interactive, architecture and TV. Our credits include *Universal Studios' Bourne Stuntacular*, *Amazon Studios' Man in the High Castle*, *YouTube Kid's the Bug Buddies*, *Silicon Valley* and *Sesame Street*.

Our team of 25 creatives, designers and developers are always at the forefront of technology. In 2013 we pioneered the way forward with cloud rendering technology using AWS. Today, we're coding & integrating machine learning into our creative process.

In 2017 David and the team were nominated for an Emmy and a VES award for their work on *Man in the High Castle's* CGI. In 2021 they were part of the THEA award winning team for *Bourne Stuntacular*.



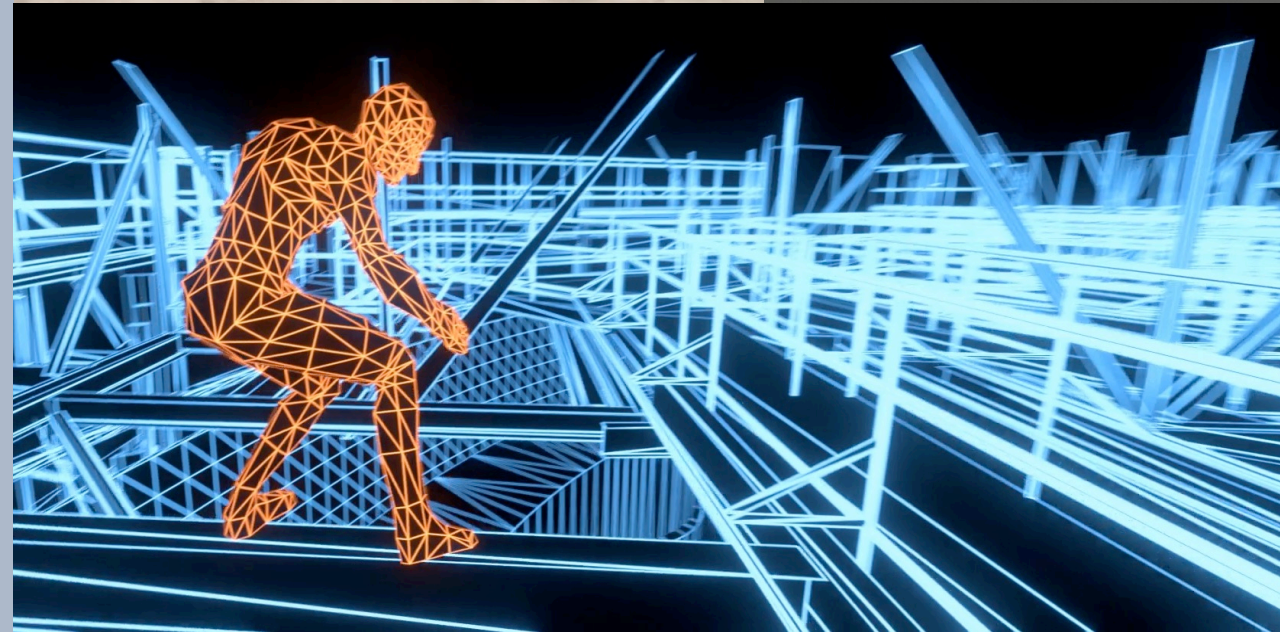
Mark Olson, CTO, Technology



David Andrade, CEO, Creative

Our Specialties

- **Full CGI Media Animation**
From Story to Final Media, Music, Delivery & Installation.
- **Real-time Media & Interactive Development**
Specializing in C++, Unreal Engine 5 experiences for projection, Flatscreen, Virtual, Mixed Reality and Real time animation media.
- **Synthetic Data & Digital Twins**
Working with Omniverse and Isaac Sim to visualize high quality data. Actively working with Meta on Ai-Generated LLM Characters.





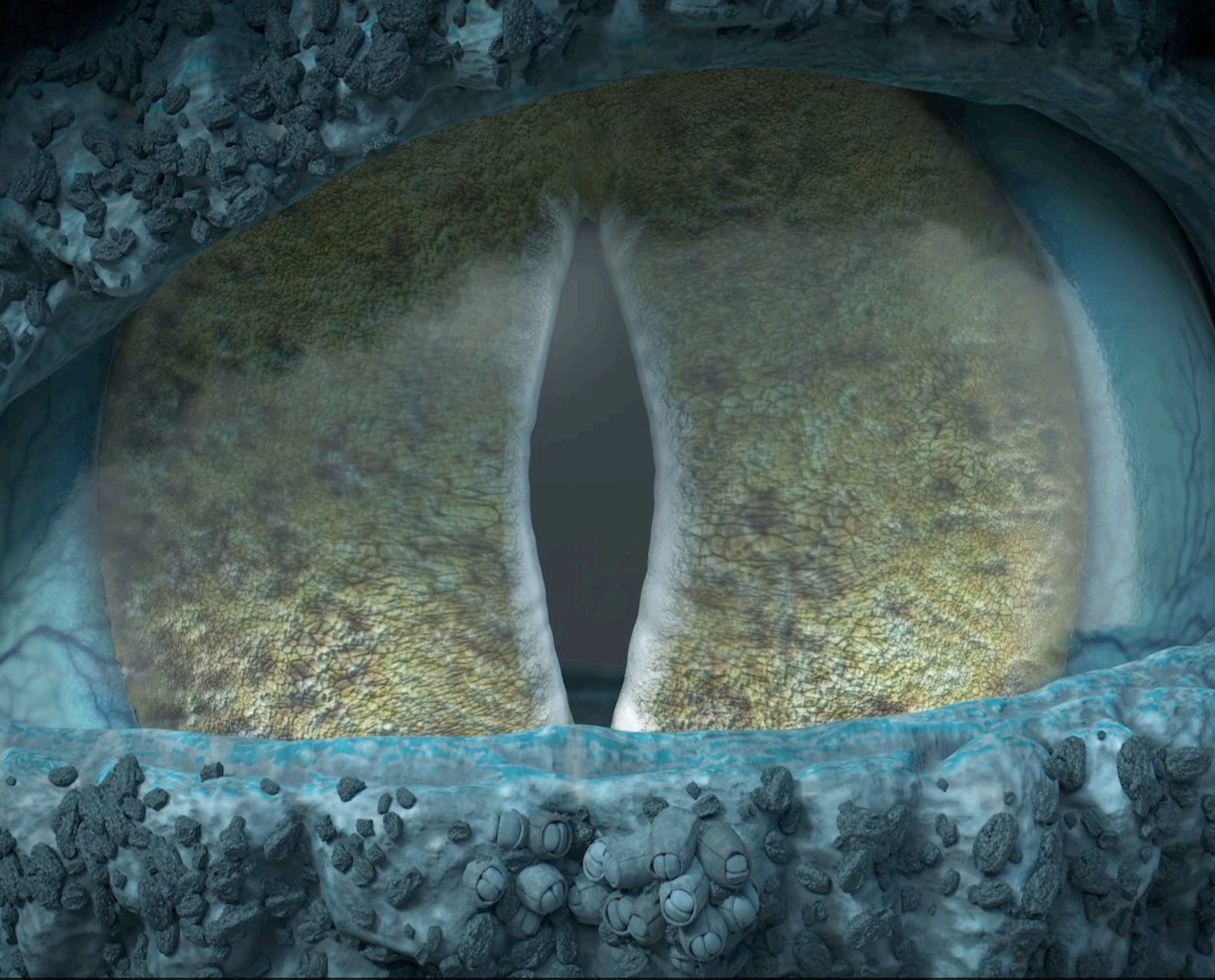
Real-Time Unreal Experience

US Marine Corps Wave Warrior

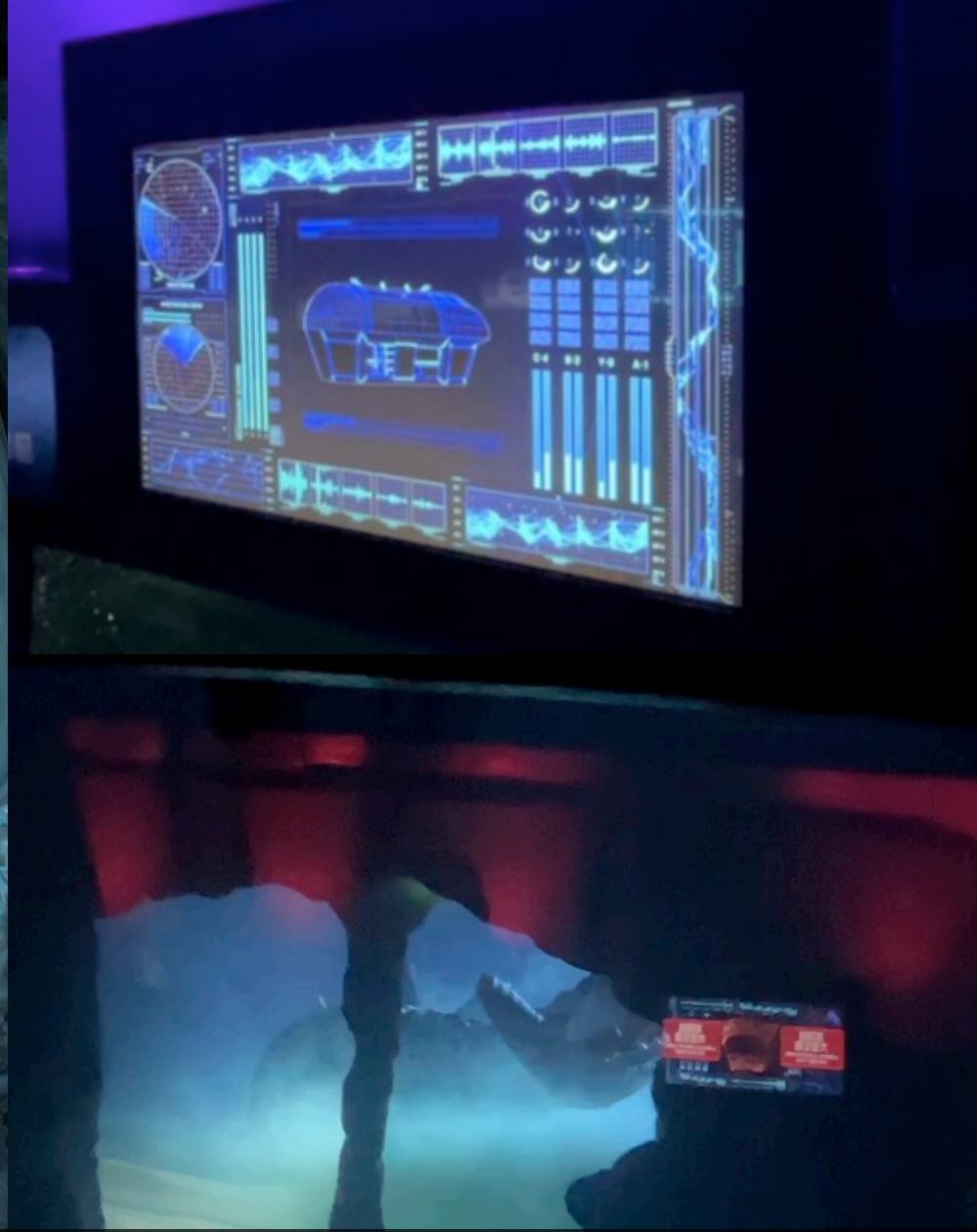


Emmy Nominated High Quality CGI

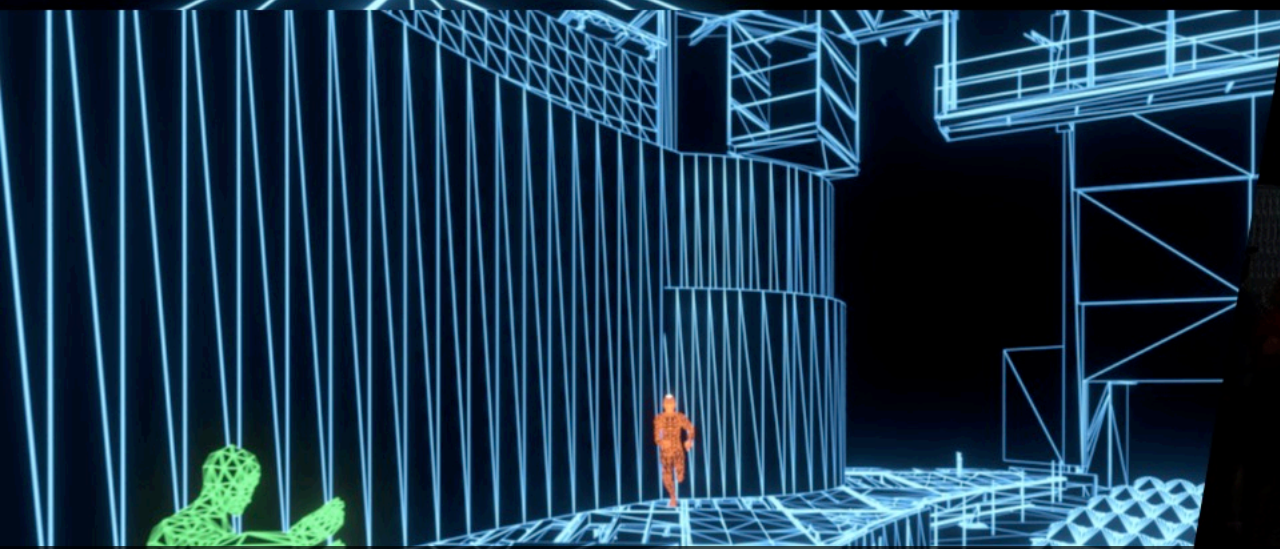
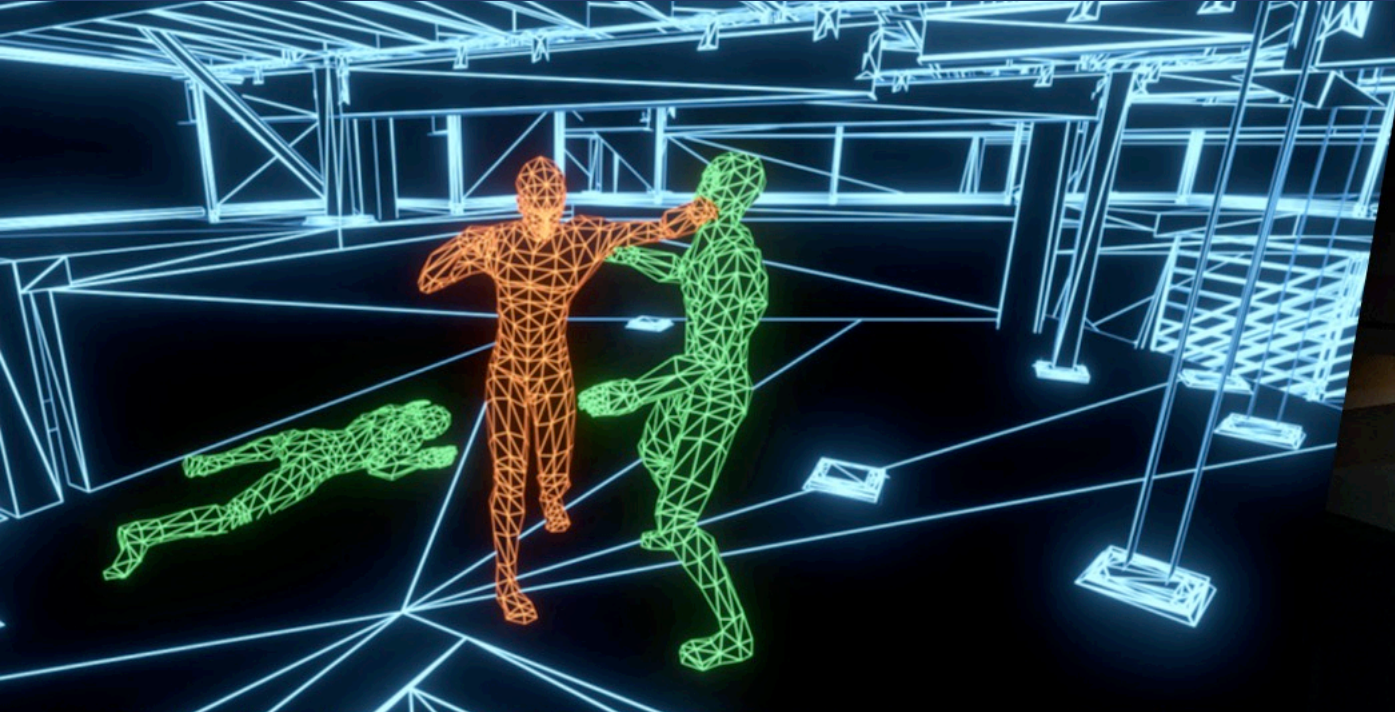
Amazon's Man in the High Castle



Dark Ride Rendered Media



Chimelong Group Spaceship's Dive the Abyss



Queue Line Media



Universal's Bourne Stuntacular – Intro Queue Media Elements



Full CGI Environment Scenery

Amazon's Man in the High Castle



Synthetic Data & Digital Twins



Virtual Reality Game Development

Meta's Blobkin Blaster



Animation Media

Meta's Blobkin Blaster

**80 Million Views in
One Year!**

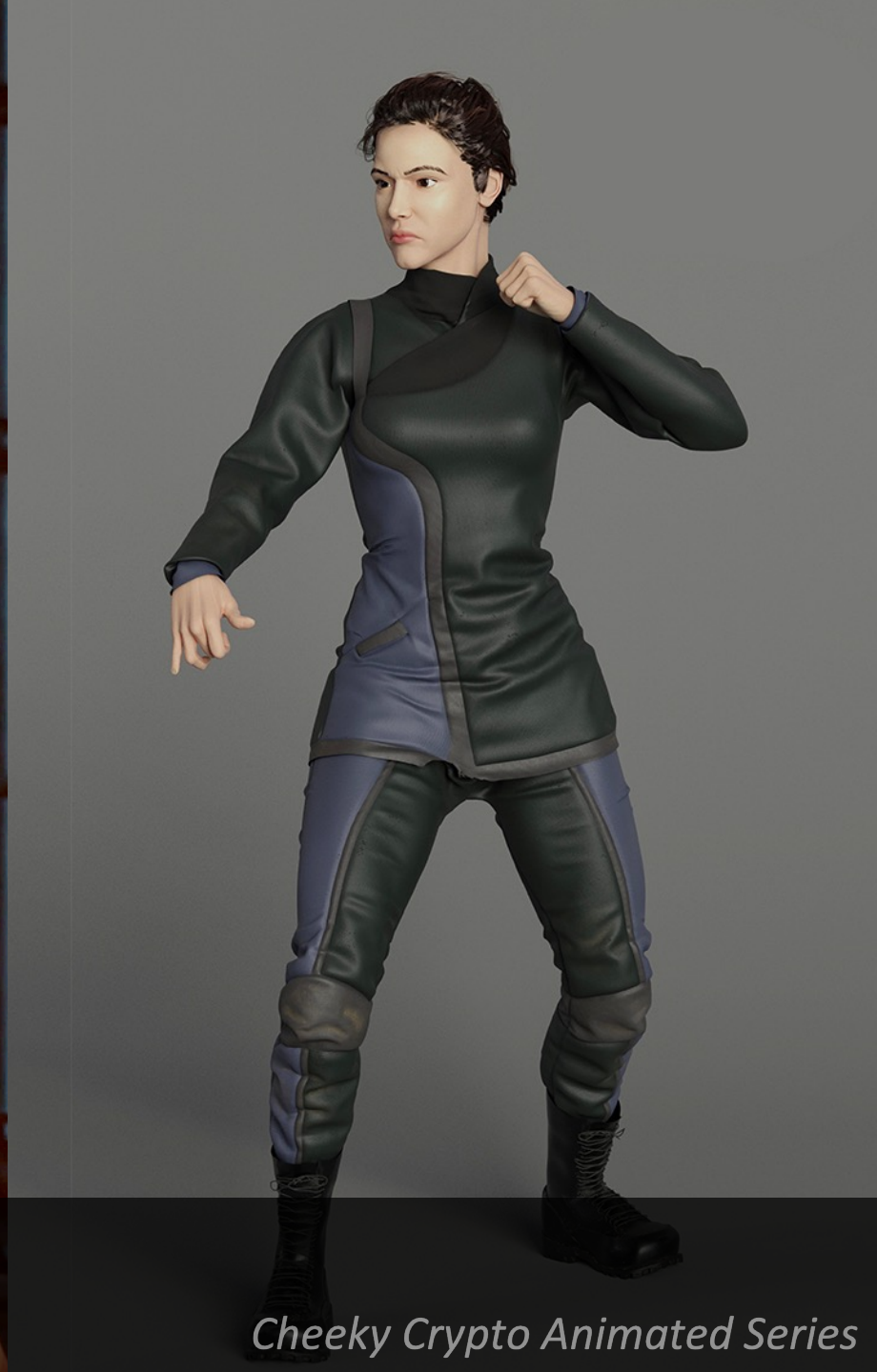


Animation Media

Chimelong Group's The Beetle Buddies



Avatar Generation

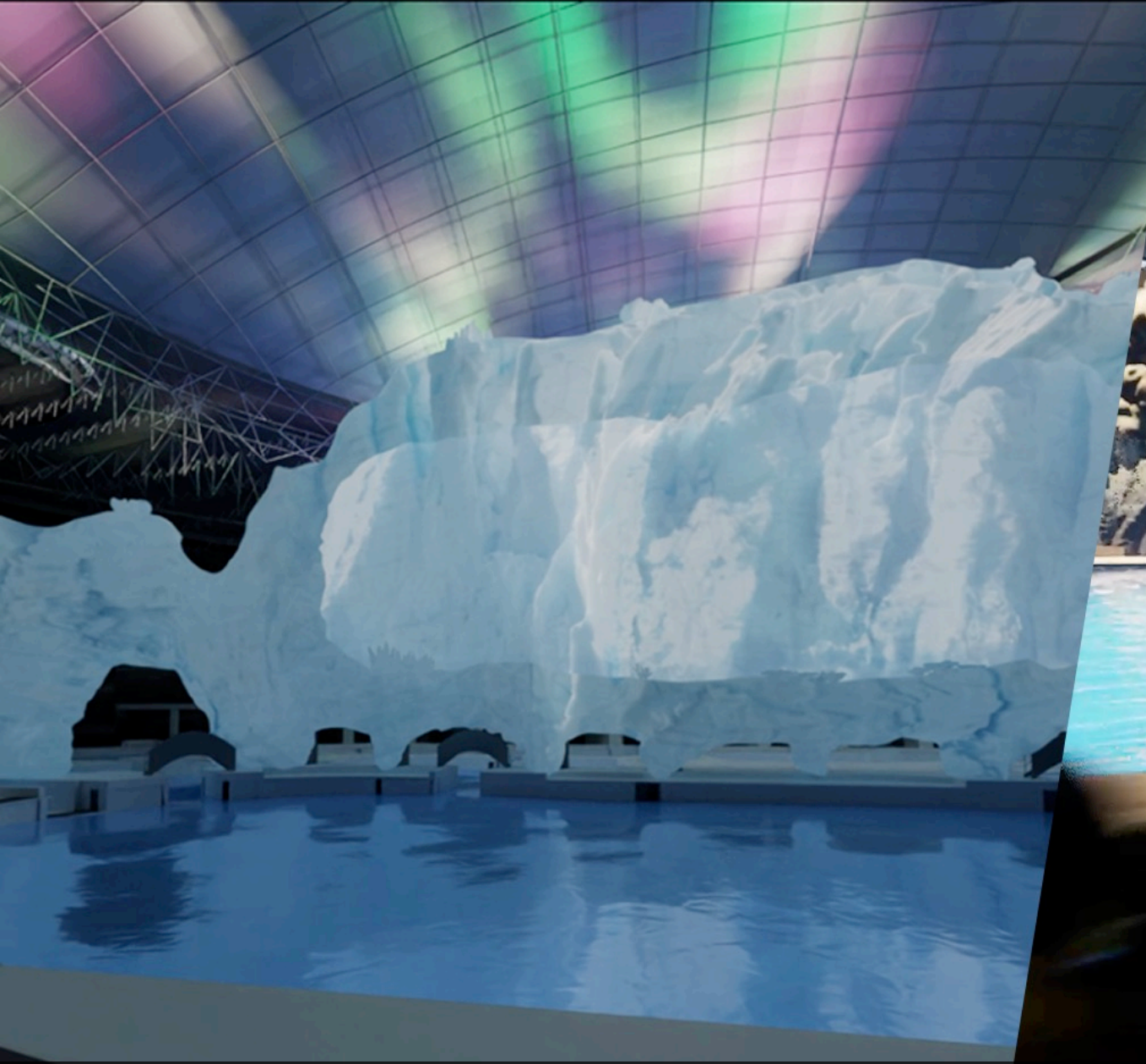


Cheeky Crypto Animated Series

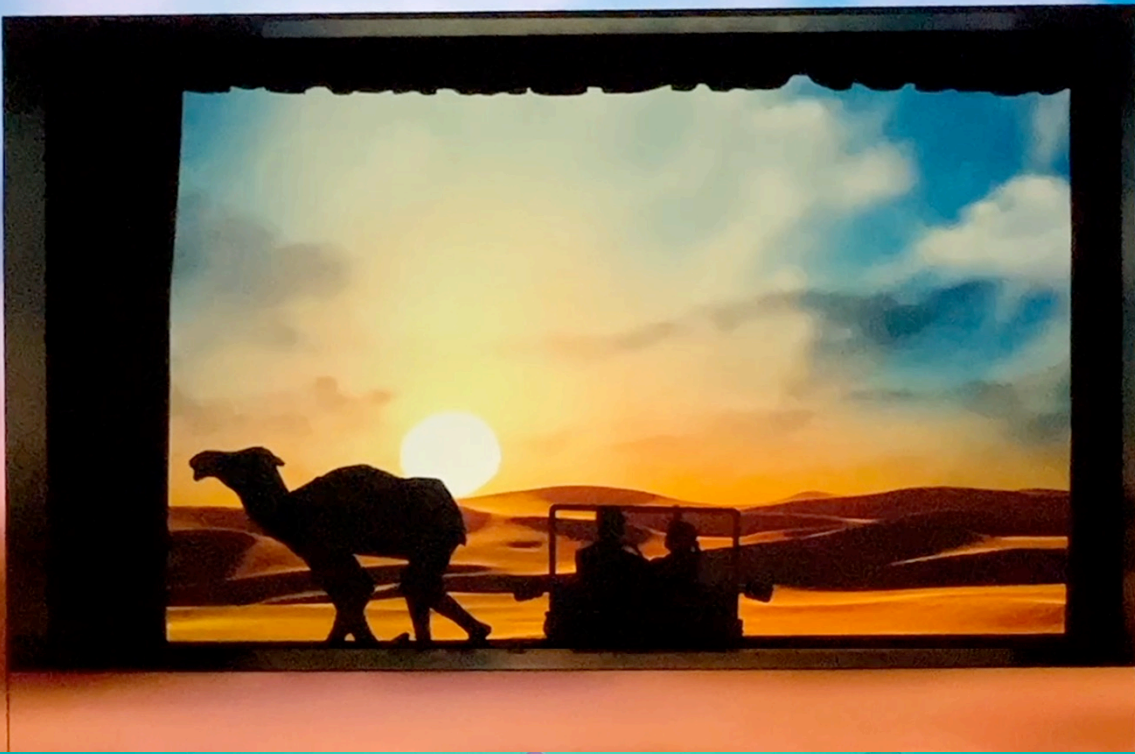


Park Pre-Visualization

Chimelong Group Upcoming Beetle Buddies Kid's Park

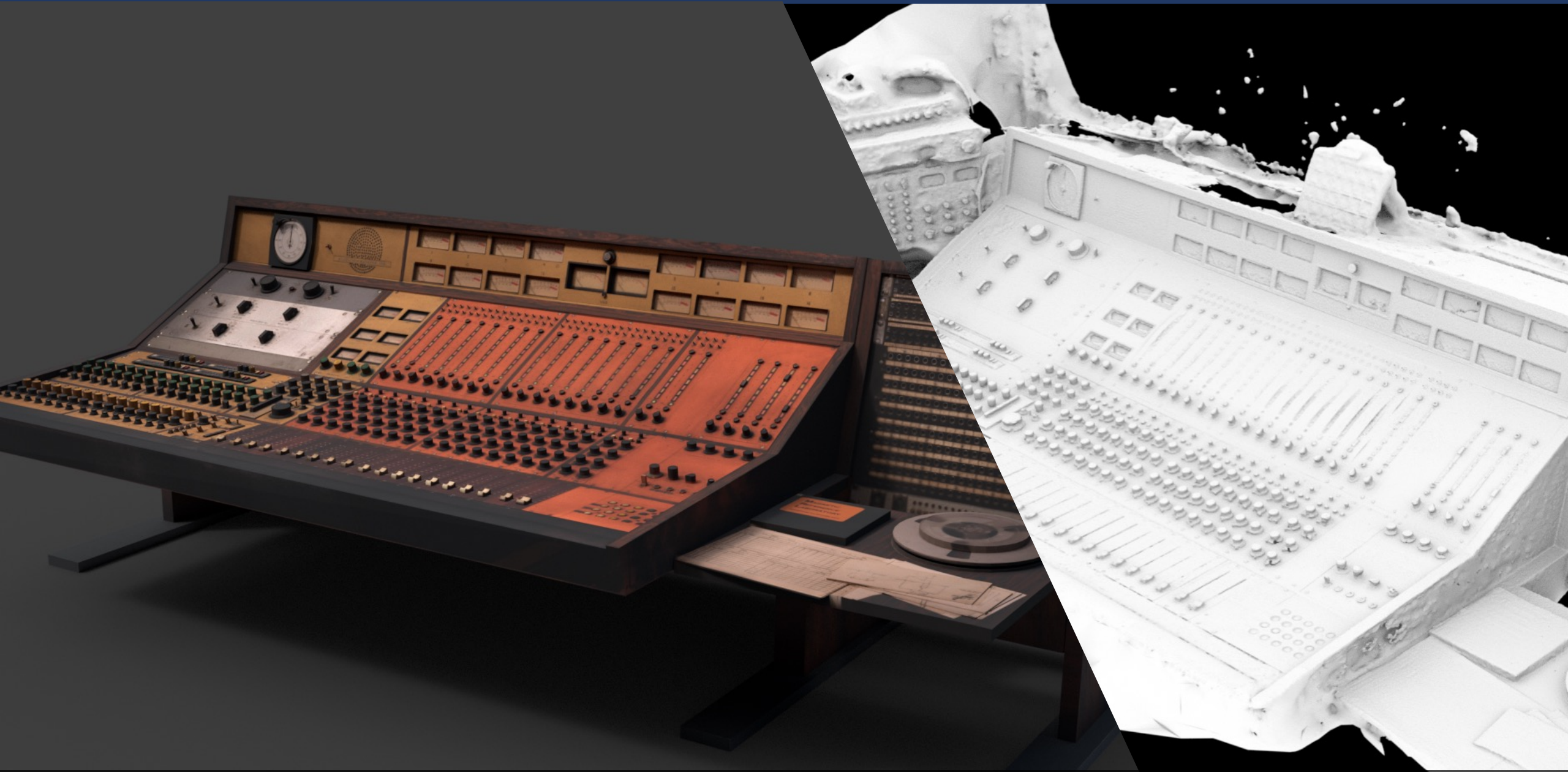


Architectural Pre-Visualization



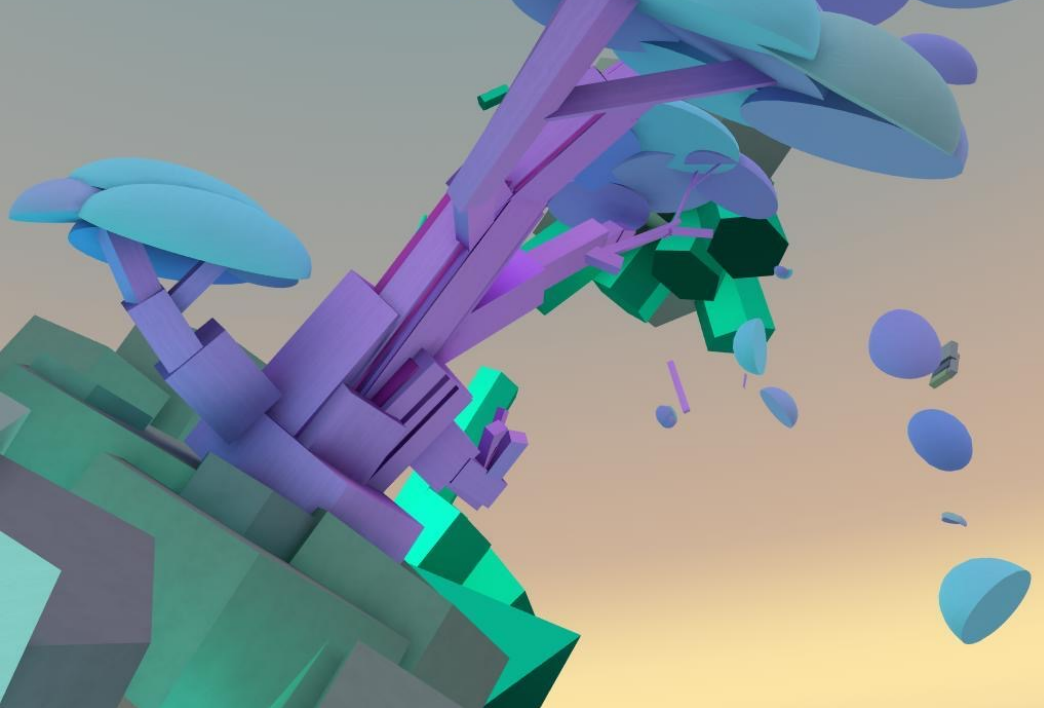
Projection Media

Chimelong Group's Watercolours Projection Show



Photogrammetry

Upcoming AR Experience for Les Paul Foundation



Metaverse



Airborne Explorers for Meta's Horizon Worlds

The Project Journey



1. Ideation

Our imaginations run wild. Scope, Budget, Timeline are important, but we're just blue skying ideas here.

2. Proof of Concept & Plan

Scope, Budget & Timeline dictate our goals. We produce a Plan, potentially a Proof-of-Concept demonstration, and agree to Deliverables.

3. Milestone Deliverables

Now the real work begins! We deliver across a series of milestones, generally:

- *Alpha (More Features, Many bugs)*
- *Beta (Feature Complete, Less bugs)*
- *Release Candidate (As few bugs as possible)*
- *Production Release (Polished!)*

4. Project Support

No matter how well we produce, projects that have installation or deployment needs often need onsite installation or support. We offer that as part of our process.

Our Pipeline

- **Core: Blender**
Blender is our core software for Modelling, Animation and Rendering
- **Pre & Post: Zbrush, Substance, DaVinci Resolve, After Effects**
Artists use a variety of tools to ensure our shading, texturing, and post-production is using cutting edge tools.
- **Simulation: Houdini, Omniverse**
Ensuring we have the highest quality data, we often use Houdini or Omniverse for our simulation needs.
- **Game Design: Unreal, Unity**
Our team has over a 15 years of experience shipping games in Unreal; and has recently been in Unity for various mobile and projection projects.



Our Clients



Get in Touch



David Andrade

(818) 570 0372

hi@TheoryStudios.com

