

RHINOFX TAKES TOYOTA CAMRY AND RAV4 ON A TRANSITIONAL TOUR

The Brief:



New York-based design, animation and VFX studio, **rhinofx** recently collaborated with Uncle Director Gavin Bowden to create two :30 spots for Toyota which showcase the best-selling Camry and RAV4 with transformation techniques that take viewers both in and out of the vehicle and across CG backgrounds. The company used a combination of live-action and CG manipulation techniques to showcase both the broad appeal and versatility of the vehicles. The Camry tours the city as a variety of people imagine themselves inside, while the RAV4 rambles through an ever-changing backdrop alternating between mountainous terrain and an urban environment.



From rhinofx CD/VFX Director Vico Sharabani:

The biggest challenges for the series were in determining exactly how to integrate the visual elements into completely seamless transitions. It was like trying to figure out a puzzle, with the previs, motion control, and production requiring pretty extensive planning. For the Camry, we had to continuously integrate one person in two separate locations,



synthesizing their interaction with both the interior of the car and the exterior environment. We then used CG elements to augment additional features of the city, like the 3D sculpture and the billboard, into the Camry spot. For the RAV4 spot, we did quite a bit of work on the end shots and blend of the transitions, as well as to create the realism in the mountain scenery and lake reflections.

The Creds:

Client: Toyota Dealer Association
 Spot Title: "Camry – Imagine", "RAV4 – Mountain"
 Air Date: April 2008

Agency: Saatchi & Saatchi, NY
 CD: Neal Foard
 ACD/AD: Frank Fusco
 ACD/Copywriter: Tim Leake
 Copywriter: Katie Jensen
 Agency Producer: David Gerard

Prod Company: Uncle, Santa Monica
 Director: Gavin Bowden
 EP: Beth Pearson
 Producer: Mark Conley

Post/Effects: rhinofx, NY
CD/VFX Director: Vico Sharabani
VFX Supervisor(s): Kathy Siegal, James McEwen
Lead Flame Artist: Brad Scott
Flame Artist: Ricky Weisman
Managing Director: Rick Wagonheim
VP of Production: Camille Geier
Producer: Linda Gallagher

Editorial: Blue Rock, NY
 Editor: Aaron Dunkel
 Assistant Editor: Bryan Andes
 Producer: Jesse Schwartz

Telecine: The Syndicate
 Colorist: Marshall Plant

About rhinofx:

Since its launch in 2000, rhinofx has created award-winning visual effects, design, and animation for commercials, VFX for feature films, episodic television, webisodic mini-series, and videogame cinematics. The company's principals and artists have also led the industry's exploration into the boundless potential of branded digital content. By cultivating extensive relationships with key brands, advertising agencies, and film/TV studios, rhinofx utilizes its creative directors and artists to develop and execute powerful branded entertainment to build both identity and awareness. The company's principals include: CD/Director Vico Sharabani, CD/Director Harry Dorrington, CD/Director Arman Matin, CD/Director Natasha Saenko, COO Camille Geier, CEO North America Zviah Eldar, and Managing Director Rick Wagonheim.



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