

## CASE STUDY

# Kellogg's All-Bran adaptation

## Paprika, Belgium

Belgium-based facility, Paprika, purchased **monet** when it was first introduced in 2004 and have since used it on numerous projects. When **mofex** for Shake started shipping in September 2005 they immediately bought into this solution as a way of bridging the power of **monet** and Apple's Shake.

"Because we are doing a lot of adaptation work for the Belgian market, especially package replacements, we are using **monet** all the time," says Geoffroy Dantas, Special Effects Supervisor at Paprika. "Its ability to track surfaces instead of points and to retain the shape and perspective of an object even if it is partly outside of the frame is a tremendous time saver."

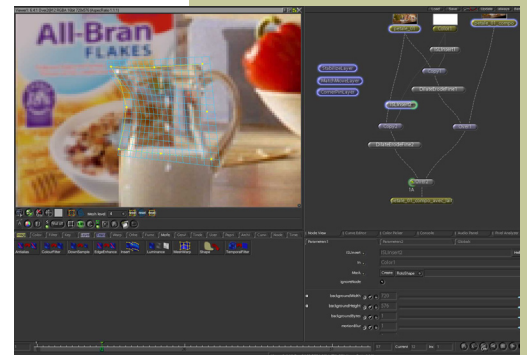
They immediately put their new toolset to the test on three Kellogg's All-Bran commercials requiring package replacements.

"For the Kellogg's All-Bran commercials, each containing up to 4 shots with package, both the camera and the packages were moving and sometimes the packages were moving outside of the frame or were occluded by other objects, not to mention the motion blur. So we knew from the start that it would be a job for **monet**."

"The problem we had in the past was that although we could import perfect **monet** tracks into Shake, manipulating the element further could be cumbersome. With **mofex** this problem is solved. We can now not only import the tracking information but continue to modify/offset the insert without losing the overall movement, while at the same time having a 4 level non-destructive mesh warper for slight distortions and so on within Shake."

"For the Kellogg's project this for example gave me the ability to bring back the milk on top of the replaced package, by using the mesh warper to distort the alpha channel of the tracked jug. The mesh warper is great, in this case avoiding the need to hand animate a RotoShape!"

"**monet** and **mofex**? Truly the best tracking wizards!!!"



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