



Salesforce 2024 RFP Preferred Partner



Our Legacy

For over thirty years, The Mill has relentlessly pursued world-class creative and combined that with cutting-edge technology, truly setting itself apart from the competition and setting the standard for innovation in our craft.

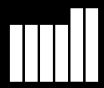
Ever evolving, our identity is defined by maintaining a firm finger on the pulse of the very culture we help to create, and, therefore, we keep our clients ahead of the curve. Our robust global workforce of artists, technologists, producers, and directors, who consistently push the envelope across all mediums, makes our ability to solve complex creative challenges unmatched.

With an extensive footprint and by continuously delivering industry-shaking work, we attract A-level talent to our studio where we offer our clients fresh perspectives while complementing our established pedigree. With the largest R&D department in the marketplace, we have the distinctive ability to provide our artists with endless tools for experimentation. Once a new technique or technology has been thoroughly vetted, we fold into our production pipeline to offer our clients the most advanced visual technology in the world. And by consistently working at the pinnacle of the industry and consistently tackling the most complex creative, our teams are always razor-sharp and eager for the next project and technical challenge—no rust here.

A highly unique feature of our studio is we couple all our technology and visual excellence in VFX, animation, CG, design, color, and finishing with a powerhouse directing roster. Spanning every sector and every medium, the experience and skill set of The Mill+ directing roster is unparalleled. With a director shaping the project through delivery, we offer clients the highest level of creative consistency across the marketing landscape. With so many formats and outlets today, this approach and our ability to provide it at such scale is more important than ever.

It'd be easy to say we measure success by how happy our clients are with the final product, performance indicators, or engagement, but it goes so far beyond that. We foster a collaborative creative environment where our artists can thrive and experiment with cutting-edge creative ideas, tools, and techniques, which fuels our desire to outdo prior work. This internal commitment to excellence ensures our client's expectations are always surpassed, but it's also just our process. When everyone on the project is proud of what we've accomplished, psyched to outdo ourselves on the next one, and happy with how the entire production played out, that's success.

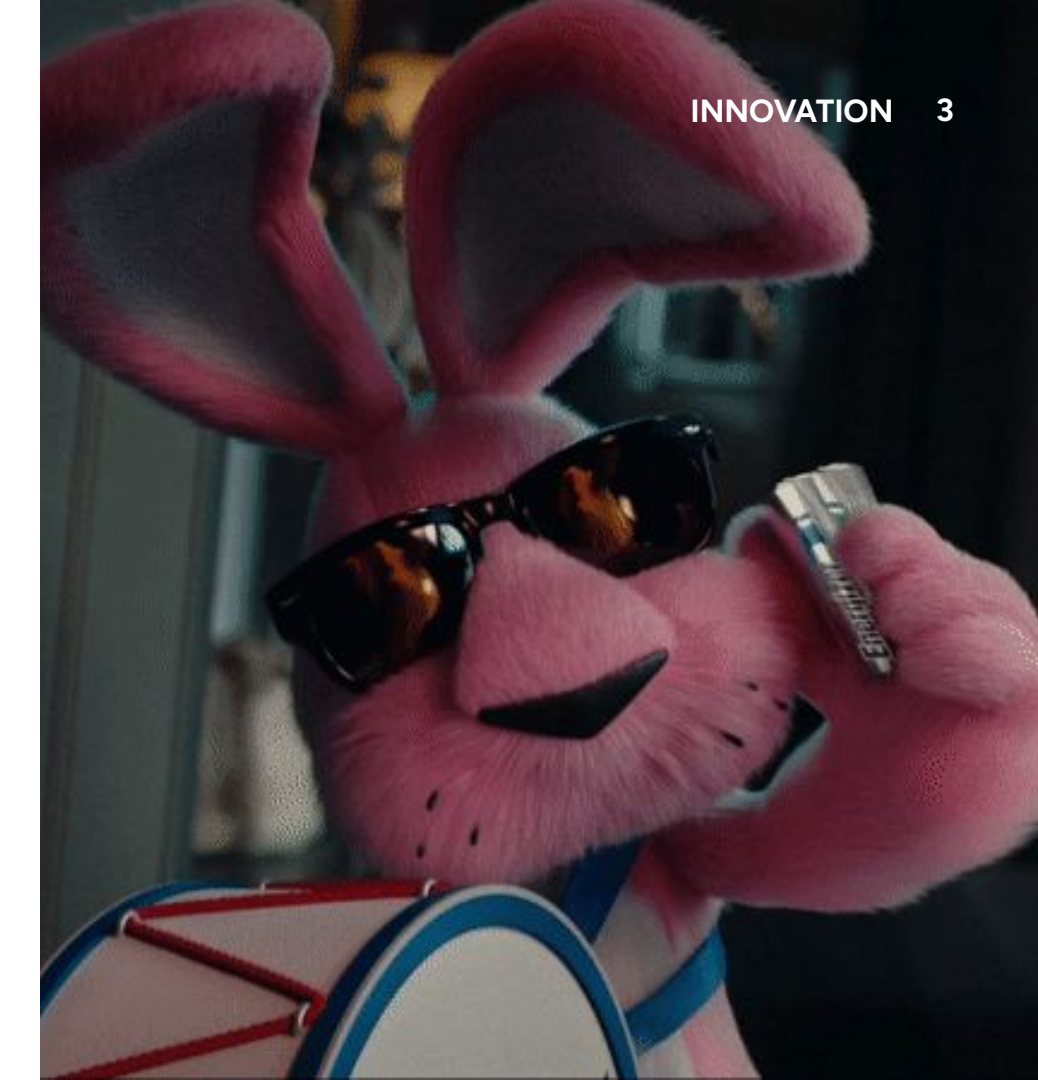
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Who's The Sheriff Around Here?

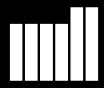


We Are Innovators

Our roots in technology run deep, and our commitment to marrying them with the creative process has never been more pronounced. In the realm of real-time characters, our advancements, and continued experimentation push the boundaries of storytelling and immersion. Through advanced motion capture techniques and AI-driven character animation, we captivate audiences by bringing digital characters to life through dynamic narratives and experiences. Of course, our character work extends beyond just real-time, and we've been delivering stellar character innovation since the company's founding. Working with and elevating existing characters like the Energizer Bunny or Transformers' Bumblebee, upscaling and rebuilding characters from AAA games, and creating original characters with our design teams, nothing is beyond our skill set. The characters we have developed in partnership with our clients have proven a high level of success and longevity, and we continue to bolster our investments in this area.

Supporting these efforts, we are also spearheading advancements in AI-driven solutions, focusing on Generative AI and custom-built AI models to unlock boundless creative possibilities. Our strategic partnership with Nvidia supports these AI efforts and our real-time rendering technologies. Harnessing the immense computational power of Nvidia's GPUs and Digital Twin Framework enables us to achieve unparalleled realism and efficiency. Additionally, we're investigating Nvidia Omniverse as a future foundation platform to house our VFX pipeline. This will reduce latency and increase artist productivity by embracing real-time rendering, delivering high-quality content with unprecedented speed and precision, shaping the future of creativity, and revolutionizing how stories are told and experiences are shared with an amazing technical partner.





Creative Technology

To get more indepth on the subject, these are the specific areas we're targeting.

Artificial Intelligence and Machine Learning: speeds up traditional VFX pipelines, generates realistic animations, optimizes render times, and improves the visual quality of digital assets by automating parts of our VFX process. AI-driven tools also enable us to explore new ways to create visual effects and streamline production workflows.

Generative AI: allows us to explore new ways of creating animation and design, providing artists with innovative tools to generate and iterate complex visuals quickly and efficiently. Additionally, we train custom AI models based on our clients' specific needs and data sets, providing tailored solutions to enhance their projects. As early adopters of the technology, we engage in Ethical AI with vetted and licensed libraries.

Real-time Technology and Virtual Production: techniques offer an interactive creation process, enabling instant feedback and adjustments. Our character animation tool, Mascot, allows for immersive experiences, live broadcasts, and animated content and offers dynamic, real-time character animations for live interactive storytelling.

Augmented Reality, Virtual Reality, and 3D Billboards: continue to gain in popularity, engagement, and fidelity. Since their onset, we've been at the forefront of developing award-winning content for these mediums. We continue to dedicate significant resources to these technologies to maintain our position in this space and to future-proof these mediums for our clients.



Custom-trained AI models



How We'll Shape the Future

As the media and content landscape shifts, we'll continue to adapt and lead the way while maintaining the same goals that have persevered through the years at The Mill. To continually outdo our previous work, come at every ask with positive energy and solutions, and put creativity and people first, awards and accolades are just another feather in our cap. Our A-level client base, which spans all sectors, allows us to attract and retain top-tier talent, as does our work across all mediums. This unabashed willingness to take on the most complex and visually challenging work while enabling artistic development necessitates the continual growth of our talent pool and digital infrastructure. Great work begets great work.

- **Year 1:** Establish multiple BIG partnerships, direct-to-brand. Continue to invest in AI. Continue to build out our extensive real-time department. Enhance the VFX pipeline and expand the network of talent and clients.
- **Years 3-5 & Beyond:** Empower artists with the most advanced ethical AI capabilities. More content demands = more originality needed. Continue expanding our global talent pool + bespoke technologies. Generate Mill owned IP. Partner with Brands/Clients to create new IP. Multiply the use of emerging technologies and leverage The Mill's robust pipeline to expand our expertise and capabilities

Hyundai | The 4-Dimensional Ride

Based on our exceptional past work with Hyundai, they, along with Bauer Lab, approached us to create a 4D ride film to showcase future Hyundai technologies. The film begins in Seoul, a city with thousands of buildings, and transitions to a forest fire scenario where Hyundai's future technologies collaborate to save the city and its inhabitants, rescue animals, and extinguish the fire.

Facing numerous challenges, including a compressed schedule and a complex narrative and visuals that needed to be choreographed to haptics, smell, wind, heat, and sound, we leveraged our global network of artists and advanced infrastructure to work around the clock, literally.

The timeline was approximately three months instead of the more standard 9-12 months schedule for this type of work. During this period, we managed a significant amount of creative development work, highly specialized and complex 3D builds with enormous assets, intricate fire elements, smoke, and water simulations. To harness the emotional element, we created complex character animation featuring over seventy animals and robots. With a 4.5-minute runtime at 60 frames per second in 4K resolution, it also presented an enormous challenge for data management, render time, and creative reviews.

To navigate these obstacles, we utilized The Mill's large-scale asset management system and our bespoke library of environments and animals. We built a procedural city-building pipeline, all rendered on our custom cloud rendering platform. Customized AI tools also allowed for faster compositing by automating parts of the process. The project was led by an internal Mill+ director, who drove the narrative and visual adventure while maintaining full integration with the artists, production team, and clients to ensure maximum efficiency, quality, and a cohesive, creative vision. The outcome hit all our markers for success; the client loved the outcome and the process, our artists thrived while working globally with one another to share creative insights and workloads, and we delivered a stunning experience to our audience.





Efficiency at Scale

Consulting and engaging with creatives and production early allows us to find and tailor solutions to fit any timeline or budget. It enables us to scale efficiently, not just in terms of asset creation and making the most of our early development stages but also our staffing requirements.

Early engagement ensures access to consistent talent across projects, which massively benefits the brand. And by including makers and creative check-ins as soon as possible, we can find creative solves to both the brief and the budget together. This type of collaboration allows us to look ahead and develop a long-term strategy. Planning and utilizing assets across multiple projects or investing in bespoke production pipelines customized for a brand, is much easier and cost-effective if done upfront. Our ability to manage costs effectively on any project can largely correlate to the timing of our involvement.

Listening to the market, we continually adjust our rates to stay competitive. Additionally, we can offer customized rate cards for staff resources in exchange for preferred vendor status and rebate systems based on the volume of work.

A hot air balloon with red and blue stripes is floating in space. The background is a vast field of stars and a colorful nebula in shades of blue and purple. The text "Thank You" is centered in a white serif font.

Thank You