

## CASE STUDY

# Disguise powers Sing Sing Rabbit and Kelly Chen's joint music video

When asked to create a music video that would bring together two of Hong Kong's biggest stars, Votion Studios knew that virtual production offered the technology to blow audiences away. In this case study, discover how extended reality (xR) powered by Disguise helped Votion's team to deliver the artist's bold vision with only two days of shooting.



# Summary

Two stars collided when multi-creative artist & singer-songwriter Sing Sing Rabbit teamed up with superstar singer Kelly Chen for the first time to create a music video. Sing Sing Rabbit wanted an intergalactic story that would feature scenes set in a spaceship, a desert, and on a utopian planet.

In this case study you will discover how Hong Kong-based reactive agency Votion Studios, with the help of Disguise VX 4+ and RX II servers, together with Fabric, helped turn Sing Sing Rabbit's vision into a reality.



# The challenge

Even though they were hand selected as the perfect partner to deliver the project, Votion Studios were aware of the scale and complexity involved in developing three out-of-this-world virtual scenes.

“This was the largest xR music video production we’ve seen in Hong Kong,” says Weito Chow, Director of Production and VFX. “There has been nothing on this scale before.”

Additionally, the packed schedules of the singers meant the entire music video would need to be shot in just two days following a limited three months of pre-production including rehearsal days.



# The process

Shooting the video using xR made perfect sense for the production, giving both stars the opportunity to perform in an immersive set while empowering the crew to efficiently film across a range of locations.

“We were constantly communicating with A.T., the video’s director, making sure that his imagination could be projected onto the LED volume,” says Chow.

Working with both Unreal Engine and the Disguise workflow, the team built a pre-visualised set that was deeply adaptable. As well as offering assurance to the crew before they even set foot in the xR stage, this process meant that the Director of Photography would be able to make on-the-fly adjustments to lighting and colour throughout the shoot.



# The solution

With everything tried and tested before setting foot on set, the crew were able to efficiently move through each of the scenes being shot.

When sets needed to be changed, the process was quick and simple, with Disguise's seamless workflow ensuring effortless interaction between the VX 4+ media server, the RX II rendering node, graphics engine, camera tracking, LED screens and lighting.



“We enjoy using Disguise. It’s very efficient, especially with the continuously evolving colour and spatial calibrations. On every project it gets better, easier, and faster to shoot.”

**Weito Chow**

Director of Production and VFX



# Results

The video's launch in early August 2023 marked a major Cantopop event, bringing together one of the genre's biggest established names with the scene's most exciting rising star. It was fitting that the video for BIG lived up to the blockbuster appeal of the artists involved. Though Chow had very little time on set to put together such an impressive spectacle, it's clear that he always had confidence his team would always be able to deliver.

"Surreal, exotic scenes are perfect for xR production," he says, "and the stability of Disguise's xR system leaves us free to focus on creativity."

# 3

virtual scenes

# 2

day spend shooting



# Disguise equipment used



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## VX 4+

VX 4+ is the new industry-standard media server powering the world's biggest and most demanding virtual productions.

**Find out more** →



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## RX II

RX II is our dedicated system for hosting content from real-time render engines, unlocking 40% more graphics processing power than its predecessor.

**Find out more** →



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## FABRIC

Fabric is our pre-configured network switch that quickly and seamlessly connects Disguise servers - streaming 4k content without latency or dropped frames

**Find out more** →



# In Partnership with

**Director:** A.T.

**DOP:** @tommyfortwo

**Votion Studios Executive Producer:** Roger Proeis

**Director of Production & VFX:** Weito Chow

**Virtual Production Specialist:** Calvin Tam

**VFX Supervisor & On-set Unreal Operator:**

Anthony Chung

**xR Technologist:** Marco Man

**Camera & MRMC Bolt Operator:** Woody Lo

**Facility Manager:** Edward Chiu

**CG Artist:** Hayson Cheung, Aldous Lai

**Production Assistant:** Destania Linaura

**Original Unreal scenes by:** KitBash3D, Hebron PPG,

Sebastian Bielecki, Alexey HrDesign, Emily Amick,

Brandon Acree, Genis, Velarion, 3DBrushwork, Julio Juarez



# Get in touch

**Curious to know more about us?  
Want to master our production toolkit?  
Need support on your project?**

Our team will be happy to speak to you,  
whatever your query.

Get in touch

Get Started