VP CAPTURE STUDIO

# One capture, every use.

The digital look-alike of your spokesperson or your president, with their real cloned voice: what it can do for you, explained with real-world cases.



*A full-length MetaHuman character on the Kiosk3D kiosk.*

### 1. We capture

The real person's face, expressions, motion and voice, in our Montréal studio.

### 2. We build the double

A film-quality 3D character who looks like them, moves like them and speaks with their voice.

### 3. It works everywhere

Kiosk, website, virtual reality, personal videos, clips, training: with no new shoot.

Montréal · sosie3d.com · kiosk3d.com · info@sosie3d.com

# The possibilities at a glance

Everything starts from a single capture session. The same digital double then serves each of these uses, alone or combined with the others.

| Possibility | What you get | For whom |
|---|---|---|
| **The digital double** | Face, expressions, motion and cloned voice of the real person | President, spokesperson, executive |
| **The Kiosk3D kiosk** | Spoken welcome, verified advice, wayfinding, calling staff, video photo booth | Stores, hotels, fairs, trade shows |
| **The setting** | A real 3D place, still or animated, that changes with the seasons | Every kiosk |
| **The web version** | The kiosk's functions on your website, answers recorded in advance | Public bodies, companies, schools |
| **Virtual reality** | Meta Quest 3: real-time 3D or standalone 8K film | Launches, trade shows, events |
| **Personal greetings** | A different video for each employee, by first name | Holidays, new year, welcoming new hires |
| **Clips and training** | 4K clips, the spokesperson's song, technical gestures shown by the right person | Marketing, human resources |

*The cases in this document are typical cases, to show concretely how each possibility is used.*

01

# The digital double: face, motion and voice

In our Montréal studio, with no suit and no markers, we capture everything that makes the person recognisable. The result is a film-quality 3D character, ready for Unreal Engine, who looks like them, moves like them and speaks with their own voice.

### Head and face

Columns of cameras fire together with a flash while the person turns on a seat: 4 to 10 minutes of posing, expressions included.

### Motion

Four cameras, one in each corner, film the whole body: their walk, their gestures, the way they greet people, at 50 frames per second.

### The voice, cloned

A guided recording, with prepared scripts and every take checked. The double then speaks with their real voice.

REAL-WORLD CASE

### The president of a distribution company

She comes to the studio. For the head and face, she sits and turns slowly while the cameras photograph her from every angle. For motion, she walks, greets and repeats her usual gestures in front of the four cameras. For the voice, she reads scripts prepared for her at the microphone, in one or more sessions.

She signs a written consent for her image and a separate consent for her voice, which she can withdraw at any time. Her digital double then serves every use on the following pages, without her having to come back.

**See the studio:** sosie3d.com · voice cloning (Real Voice)

02

# The Kiosk3D interactive kiosk

A large 75 to 85-inch screen, a life-size character and a spoken conversation: no keyboard, no screen to touch. The double welcomes, advises from your approved documents, guides and calls a member of your team when needed.

One simple rule: "I don't know" is better than a wrong answer. Every answer rests on a passage from your documents, checked before it is spoken; at the slightest gap, the character says so plainly and offers to call a staff member.

REAL-WORLD CASE

### A home-improvement store

A customer walks up: the chain's spokesperson, on the screen, greets them. "I want to put up a shelf. What do I need?" The character answers from the store's product sheets, names the aisle and shows the route. The customer wants specific advice: the character alerts an employee in that aisle. At the end of the visit, it offers a souvenir video with the spokesperson, sent by text.

REAL-WORLD CASE

### A hotel

At 11 p.m., a traveller arrives in the lobby. She asks, in Spanish, what time breakfast is served and the way to the pool. The character answers in her language, from the hotel's information. For a request outside its documents, it calls the front desk.

REAL-WORLD CASE

### A trade show

On an exhibitor's booth, the president in person, as a digital double, draws visitors in, presents the company and its products, and leaves each one a souvenir video to share. After the show, the unanswered questions are added to the content for the next event.

03

## The setting: still or animated, photographically real

The character does not float on a plain background: it stands in a real 3D place, with its light, shadows, reflections and depth, rendered in real time with Unreal Engine. The setting can be still, or alive: distant traffic, falling snow, leaves in the wind, passers-by. It changes without capturing the character again.

REAL-WORLD CASE

### A year of settings for the same kiosk

In spring, the spokesperson stands in a sunny store aisle. In summer, on a patio, in front of a garden. In December, in an animated snowy setting, snow falls behind him and he wears his holiday outfit. One capture, four moods.

04

## The web version: your kiosk on your website

Thanks to our action-recording technique, the kiosk's functions move to a page on your website. Each verified answer, with the character's voice and gestures, is rendered once at film quality, then recorded and replayed for every visitor who asks the same question. A new question is rendered once, then recorded: the bank of answers grows with use. No graphics card per visitor, nothing to install.

REAL-WORLD CASE

### A public body

The organisation prepares, in advance, the bank of most frequent questions, each answer verified and linked to its official source. In the evening, a citizen asks a question on the website: the character answers right away, on video, with the reference. At the end, the citizen keeps the conversation thread as a PDF or emails it to themselves.

Variant: a driving school offers a practice section for the written test, where each answer is explained by the character.

05

## Virtual reality: the wow effect in a Meta Quest 3

The same character, with its voice and its setting, moves into virtual reality, in two ways.

### In 3D, in real time

The character is animated in 3D in real time in the headset: you walk around it and see it up close, from every angle.

### An 8K film, standalone headset

An 8K film played directly in the Meta Quest 3, completely standalone, with no computer and no cable: put on the headset and the film begins.

REAL-WORLD CASE

### A new product launch

In the demo area, a guest puts on the headset: the president is there, life-size, next to the new product. The guest walks around him while he presents it. In the lounge next door, several standalone headsets loop the 8K launch film, with no computer to watch over.

06

## Personal greetings to every employee

The digital double of your president or your spokesperson records a different video for each employee: it calls them by their first name and wishes them happy holidays and a happy new year, with its face, its gestures and its real cloned voice. Not a mass message: a video in their name, in their language.

| Step | What happens |
|---|---|
| **The list** | You provide the first names, each person's language and the email address or number for the text |
| **The script** | Your president approves the message; we prepare a sample video for him to sign off |
| **Production** | All the videos are produced in batches, with no new shoot |
| **Delivery** | Each employee receives their video by email or text, on the date you choose |

REAL-WORLD CASE

### A company with a few hundred employees

On December 20, each employee receives a video from their president, in front of a snowy setting: "Hello Julie, thank you for your year. I wish you and your loved ones happy holidays." On January 1, a second video wishes them a happy new year. In spring, each new employee is welcomed the same way, by name.

Same idea for your best customers: a personal word from the president, whenever it matters.

07

## Clips, song and training

The same double also shoots your video content, with no set and no film crew: 4K clips for social media and in-store screens, the spokesperson's song, internal announcements, training videos.

REAL-WORLD CASE

### The spokesperson's song

A chain's spokesperson sings the brand's song in a clip, in French and in English. The clip runs on social media and on the store screens; at the kiosk, customers can ask for it and receive it by text.

REAL-WORLD CASE

### A safety training

The operations director shows the right handling gestures once, at the studio. His double then repeats them in every training module, in every language, without him having to shoot again.

## Trust first

- **Written consent:** no double and no voice without the person's written consent, with a separate consent for the voice; it can be withdrawn at any time.
- **Approved content:** the character only says what your approved documents and scripts allow it to say.
- **Data with us:** processing on our own servers; at the kiosk, no facial recognition, and photos and videos are erased automatically after 7 days.
- **Law 25:** practices designed for Québec's personal information law, and transparency about the use of AI.

# A year with your double

An example calendar that combines the possibilities, from a single capture session.

| When | What the double does |
|---|---|
| **January** | Happy new year greetings to every employee, by first name |
| **Spring** | Trade show: Kiosk3D booth and virtual reality demo |
| **All year** | Kiosks in stores or at the hotel; web version on your website |
| **Summer** | 4K campaign clip and the spokesperson's song |
| **Fall** | Product launch: 8K film in standalone Meta Quest 3 headsets |
| **December** | Snowy setting and holiday outfit at the kiosk; happy holidays greetings to everyone |

## Getting started

A workshop with your team to choose the uses, a capture session at the studio, then a first use as a pilot, for example a kiosk for 60 days, measured with you.


### VP Capture Studio

Your president, your spokesperson: one capture, every use. Let's talk about your project.

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