

CR-PLAY Press-release

Genova, Italy. June 2015.

The **CR-PLAY Project** (www.cr-play.eu) is developing new semi-automatic software to create high-quality realistic content for videogames by simply taking sequences of photos and short videos.

The videogames market has changed dramatically as the demand for **videogames** is increasing in terms of quantity and quality: **lifelike graphics** have become an essential requirement for videogames. However, the creation of assets as real as life presents many drawbacks for developers: increasing costs, complex management systems and longer pipelines.

The **CR-PLAY** project provides an **innovative mixed pipeline** for **videogame development** which is capable of significantly **reducing both time and expenses** involved in the **creation of environments** and other assets, and **making high quality realistic contents** accessible to game developers of any size. A video sample showing how the software works, its features and a preview of the possible results is available at <http://goo.gl/72E6b5>.

The project, coordinated by Testaluna s.r.l., and co-financed by the European Union under the Seventh Framework Programme, is run by a team consisting of expert researchers in the field of computer graphics and game industry professionals, coming from six different EU countries.

To date a **low fidelity prototype of the software** has been developed (the high-fidelity version is expected by the end of summer 2015).

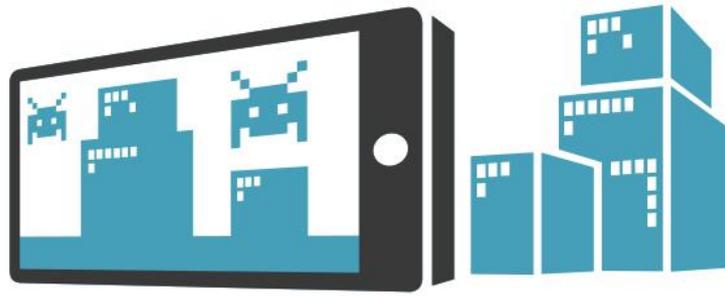
Although this is a preliminary version of the software, the quality of the results attainable is reasonably good and already allowed the creation of a first game prototype: Silver Arrow. A short gameplay video taken from Silver Arrow can be seen at <http://goo.gl/wGn2DW>.

The **CR-PLAY technology** starts from the captured images and photos and then reconstructs environments and elements of the real world (houses, trees, buildings, etc.) within the game engine **Unity3D**. Such assets can be combined with the textures and polygons used in the standard process of creation of video games (as shown in the video available at <http://goo.gl/4vwhqd>). The emerging technologies of **Image-Based Rendering** (IBR) and **Video-Based Rendering** (VBR) serve as backbone for the project. The result is a 3D environment that game developers or other media content developers can use as the stage for their designs.

In this phase of the project, the development and use of the software is directed almost exclusively to the field of video games; however, the working group aims to broaden its horizons looking to other fields, such as: advertising, short films, heritage and museums, without excluding personal recreational use.

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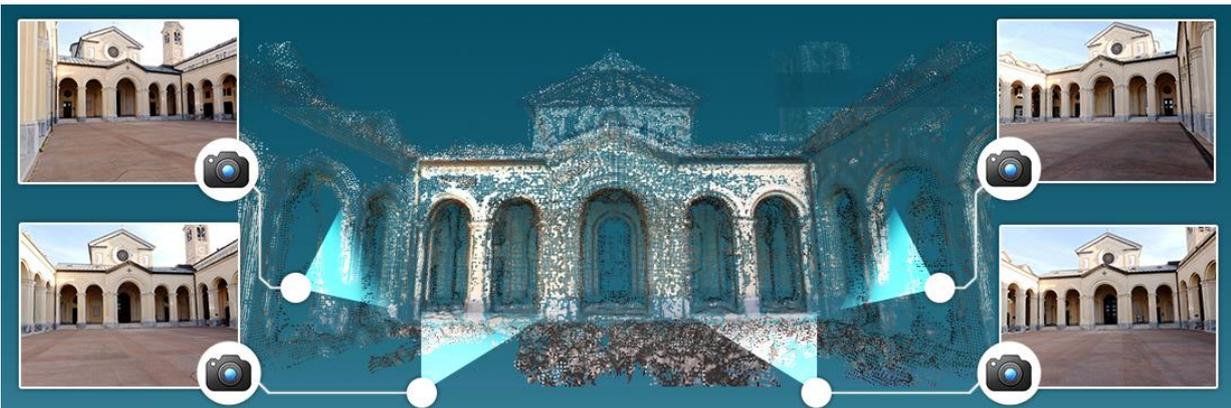
CR-PLAY

Capture Reconstruct Play

CR-PLAY Project Logo



Just take a few pictures from camera or smartphone



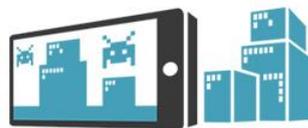
With the images taken, scenes can be reconstructed within the Unity3D game engine



Assets can be combined with textures and polygons used in the standard process of creation of video games



A game prototype powered by



CR-PLAY
TECHNOLOGY



Silver Arrow: the first game prototype made with the low-fidelity prototype of CR-PLAY Technology