



This project is supported from the European Union's 7<sup>th</sup> Framework Programme under Grant Agreement ICT-611089-CR-PLAY



## PRESS RELEASE

**VIDEOGAMES AND NEW TECHNOLOGIES: The CR-PLAY project, (Capture – Reconstruct and Play), a technology expressly thought to ease and better game developer's work, will develop a new prototype by the end of the summer.**

Genoa, 30 May 2016

The three-year project **CR-PLAY** ([www.cr-play.eu](http://www.cr-play.eu)), funded by the Seventh Framework Programme and evaluated – for the second year running – as **“Excellent” by the reviewers of the European Commission**, draws to a close with the development of the final prototype, expected by summer 2016.

**CR-PLAY** is a ground-breaking and original **technology**, aiming at radically changing the way environments and assets for videogames are created.

Backgrounds and objects can be captured by simply taking a few pictures and short videos and then processed by the semi-automatic software, to reproduce high-quality scenes within the game engine Unity3D. The reconstructions can be combined with traditional textures and polygons used in the standard process of videogames creation (for further details about how this works see the video available at <http://goo.gl/72E6b5>). The backbone of this new approach are the innovative technologies **Image-Based Rendering (IBR)** and **Video-Based Rendering (VBR)**.

The **CR-PLAY project** stems from the purpose of providing game studios and indie game developers with **low-cost solutions**, capable to meet a demand, which is growing in terms of quantity and quality.

Accuracy and realism are increasingly appreciated by end-users; however, they require time and expenses not easily sustainable by independent producers.

The use of the CR-PLAY technology represents an opportunity for lowering production rates and costs, while obtaining a photorealistic result.

To date, two prototypes have been developed, a low-fidelity and a high-fidelity version, from which two different games prototypes have been created, respectively Silver Arrow (<http://goo.gl/26DaPC>) and IBR Fighting League (<http://goo.gl/E6Ecqd>).

During the last months, the CR-PLAY technology has been tested and evaluated by a selected number of studios from Greece, Italy, Finland, France and USA. Feedback and recommendation collected in the evaluation phase are currently being included in the design of the final prototype (a summary on the evaluation work is available at the following address: <http://goo.gl/WLzfq3>).

The CR-PLAY team consists of researchers in the field of Computer Graphics, Human-computer interaction and game industry professionals, coming from six different EU countries and coordinated by Testaluna s.r.l., a game development studio based in Italy.



**Further information**

[www.cr-play.eu](http://www.cr-play.eu)

Twitter: @CR\_PLAY

YouTube:

<https://goo.gl/OVK6kx>

**Contact**

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Just take a few pictures from camera or smartphone...



... and high-quality scenes will be reproduced within the game engine ready to be used for creating 3D videogames.