

CR-PLAY

Capture Reconstruct Play

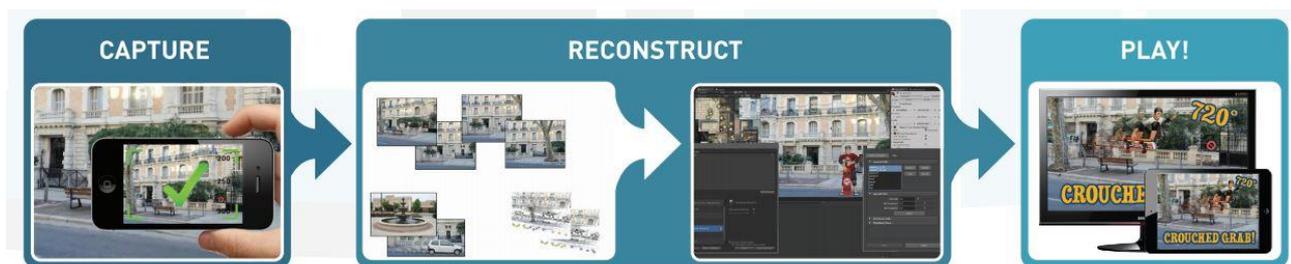
Genoa, 28nd July 2014

CR-PLAY project will provide a new semi-automatic software to create high-quality realistic contents for videogames by simply taking few sequences of photos and short videos.

Videogames market has changed as the demand of **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 draw backs for developers: increasing costs, complex management systems and longer pipelines.

In **CR-PLAY** we propose an **innovative mixed pipeline** for **videogames development** which will significantly **reduce both time and expenses** involved in the **creation of environments** and other assets, and **make high quality realistic contents** accessible even to small game developers.

CR-PLAY is an acronym that stands for **Capture, Reconstruct** and **Play!** Once captured, photos and video will be processed by an easy-to-use tool which will reconstruct real life elements like houses, buildings, trees. Once created, environments and objects will be available to be combined with traditional assets made of polygons and textures.



The emerging technologies of Image-Based Rendering (IBR) and Video-Based Rendering (VBR) will serve as backbone for the project.

The three years-long project started in November 2013 and is co-funded by the EU (7th Framework Programme). The consortium is made by seven partners from the **academic world** and the **industrial sector** coming from six countries:

- **Testaluna** (Italy)
Project Coordinator
www.testaluna.it
- **INRIA** (France)
www.inria.fr
- **University College London** (UK)
www.cs.ucl.ac.uk
- **Technische Universitaet Darmstadt** (Germany)
www.tu-darmstadt.de
- **Miniclip UK Limited** (UK)
www.miniclip.com
- **University of Patras** (Greece)
www.upatras.gr
- **Cursor OY** (Finland)
www.cursor.fi

The working team is currently focused on the videogames sector, but project's results open to a wide range of potential application in other sectors: advertisement, short animation movies, heritage and museum, including a personal recreational use.

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