

ZAFARI™



GROUNDBREAKING TECHNOLOGY

AWARD WINNING TECHNOLOGY

ZAFARI is the first TV show ever to be rendered exclusively in a game engine.



EPIC GAMES' SHOWCASE OF ZAFARI

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ZAFARI was one of the use cases for which EPIC GAMES won an EMMY.

THE
NATIONAL
ACADEMY OF
TELEVISION
ARTS & SCIENCES



EPIC GAMES' Unreal Engine is famous for being used to create blockbuster game franchises such as *FORNITE*, *Borderlands*, *Final Fantasy*, *Mass Effect*, *Mortal Combat*, *Bioshock* and *Assassin's Creed*.

<https://www.unrealengine.com/en-US/spotlights/animated-children-s-series-zafari-springs-to-life-with-unreal-engine>

Disney's *Star Wars: The Mandalorian* show followed our lead by using the Unreal Engine for some of the show's backgrounds, but ZAFARI remains the only show to date that has used a game engine for the entire image.

<https://www.unrealengine.com/en-US/blog/unreal-engine-wins-technical-and-engineering- Emmy-for-animation-production>

NEW MEDIA ECOSYSTEMS AND REVENUE MODELS

WHY IS ZAFARI THE BEGINNING OF A MEDIA TECHNOLOGICAL REVOLUTION?

COMPLETED

- ✓ **Real time interactive workflow**
no more waiting for computer to 'think' before seeing creative iterations.
- ✓ **Reduced time to completion**
an 11-minute episode that used to take weeks to render now renders in.... 11 minutes.
- ✓ **Reduced capital and per-episode costs**
entire series can render on 1 PC instead of a 100+ CPU render farm.
- ✓ **Reduced energy consumption**
50% reduction in power and air-conditioning requirements since render farm is eliminated.



**ANIMATION COMPANY PROMO
(FRENCH)**

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ON DECK

- ✓ **Faster/cheaper console & mobile game creation**
ZAFARI assets already created in correct development platform.
- ✓ **Faster/cheaper console Interactive (VR/AR/MR) creation**
ZAFARI assets already created in correct development platform.
- ✓ **Ability to create new forms of storytelling that previously has only been theorized**
such as stories with user controllable cameras (see demo).
- ✓ **Ability to create new forms of storytelling and which we have not yet thought of, thereby creating entire new media ecosystems and revenue models.**