



Avolites Ai S4 server perfectly video maps theatre in new Huawei Watch ad







UK – A new advert for the Android and iOS-compatible Huawei Watch features a projection mapped disused theatre space powered by Avolites Ai S4 servers.

The Chinese electronics manufacturer's smartwatch – which rivals the Apple Watch – features a fully circular AMOLED display with a high resolution of 400x400 pixels, and communicates with both Android and iOS smartphones.

Boomerang Television was commissioned to create the new watch commercial, featuring a dancer who moves in time to his own heartbeat, which is being monitored and displayed by the device. Dylan Wyn Davies, executive producer at Boomerang approached UK-based Rhodri Shaw, now director of Transition Video Ltd, to create the 3D visuals and projection mapping.

"Boomerang wanted 3D visuals that went in time with the music, accelerating and slowing down, representing the heartbeat BPM monitor feature on the watch," says Shaw. "I brought in Kaine Van Riel from Made Up Ltd to create custom 4k resolution content for the film."

Page 4
The team decided to use an unfinished underground theatre in a secret location in central London for the shoot.
© DWR Distribution

"We laser measured up the theatre to the cm, and Kaine created a 3D model within 3DS Max, which we then

