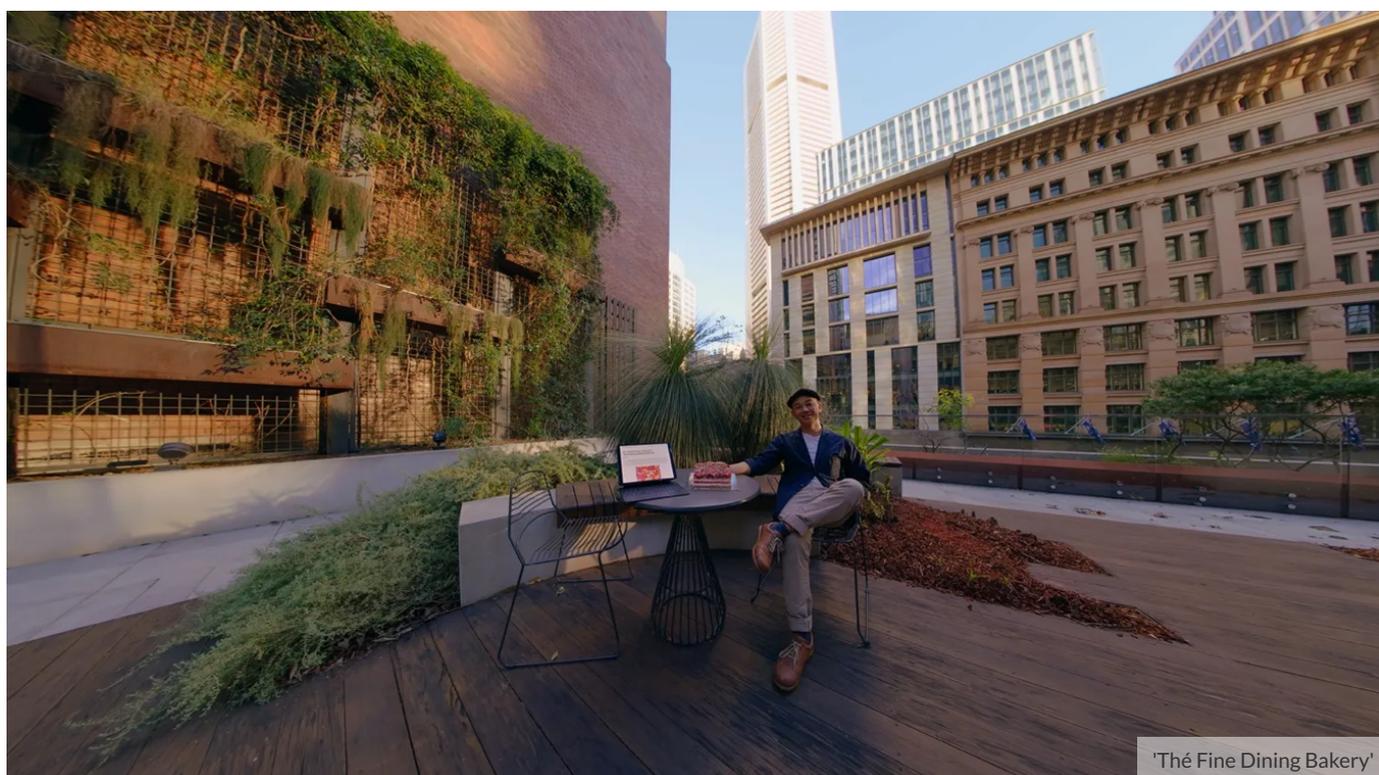


Chinese streamer Migu Video picks up Main Course Films' Apple Immersive Video doc 'Thé Fine Dining Bakery'

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Sydney-based production company Main Course Films has finalised a deal with subscription streaming service Migu Video for the release of its Apple Immersive Video documentary *Thé Fine Dining Bakery*.

Filmed entirely on the Blackmagic Design URSA Cine Immersive and directed by Clara Chong, the doco follows Christopher Thé, inventor of the strawberry-watermelon cake (aka 'the most Instagrammed cake in the world') and his new Stanmore cafe-bakery, where he uses Australian native ingredients.

The Apple Immersive Video format is designed specifically for the Apple Vision Pro extended reality headset, which was recently updated to a second generation model by Apple.

Post-production was completed using the Apple Immersive tools in Blackmagic's DaVinci Resolve Studio software, including full Immersive sound design using the Apple Spatial Audio Format (ASAF) capabilities in the Fairlight digital audio workstation.

Main Course Films have been actively exploring the new technology for the past year, and are among the first production companies in the world to complete real productions in the format outside of Apple's own productions.

Chong and her husband, producer/cinematographer Ben Allan, authored the book 'Cinematic Immersive For Professionals' which is available exclusively through Apple Books, and recently presented a specialist session editing Apple Immersive at Apple's global base in California.

"We see this format as the next evolution of filmmaking, similar to how audiences have increasingly embraced IMAX, Apple Immersive gives viewers a premium quality cinematic experience that can't be matched currently by any other technology," said Chong.

"We've been lucky to have been able to work so closely with Blackmagic Design as they have brought this technology out into the world. The fact that they are also an Australian company is both a source of pride and a great convenience in the early stages of the development process."

Allan added: "This distribution deal and the way that the tech savvy Chinese market has already embraced Apple Immersive shows that there are big opportunities for Australian production companies to leverage this tech as a point of difference in a crowded market place."

The MIGU streaming service is available in a number of markets around the world, including China and Australia, and the documentary will be available on the platform from next week.

TAGS

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