Filmmaker duo release 360° solution for Adobe After Effects

CANVAS 360™ offers the most versatile post-production workflow for 360° video with 3D camera tracking, stabilization, and compositing

TORONTO, Jan. 4, 2017 /CNW/ - Far from Silicon Valley in make and miles, Mike Sevigny and Aden Bahadori set out to carve their own path in the software market as Torus Media Labs. With over ten years in media postproduction under their belts, Mike and Aden applied the same skill sets they honed from independent filmmaking to finding a solution for a big problem—in 360°. CANVAS 360™ is that solution, and this is their story.

How two artists created the most accessible 360° solution for Adobe After Effects

In January 2016, a colleague asks Mike if he knows how to composite multiple 360° passes in Adobe After Effects. With no viable solutions on the market, Mike starts developing what is today CANVAS 360™. By mid-February, Mike has the basic lines of code written for VRMaker, the beta version. By the end of March, a solid working prototype of VRMaker emerges. Word spreads fast about his progress. He's even invited to be a guest exhibitor at NAB 2016, in Las Vegas, as interest continues to accelerate.

In May 2016, Aden joins the team as CEO. After two successful investment rounds and a new lab for R&D, Aden and Mike spend the next five months creating professional grade features for the beta version 2.0, called "Maestro 360." In October, they become official Adobe Tech Partners, a dream come true for the team. With Adobe engineering and marketing support, Aden and Mike shape the first commercial version, CANVAS 360™.

CANVAS 360™ features 3D tracking, custom POVs, and other powerful tools to transform 360° footage into immersive media

At its core, CANVAS 360™ is designed by artists for artists. With intuitive workflow in mind, the architecture of CANVAS 360™ connects dots in the background, alleviating artists of tedious steps, so they can focus on the work itself. Efficiency and versatility have been intractable problems in VR post-production workflow—until now. CANVAS 360™ solves these problems within an artist's budget.

The learning curve is small and fast. Designed to incorporate traditional VFX workflows in a 360° environment, CANVAS 360™ is the first line of products to use a custom point-of-view (POV) feature. Users can now work on a specified true rectilinear area of the 360°, versus having to affect the entire 360° image. This cuts down on rendering requirements and produces a more accurate VR experience.

CANVAS 360™ also offers the most powerful 360° tracking management tool available today. The toolkit enables tracking with After Effects' 3D Camera Tracker as well as imports tracking/camera data from other matchmoving software like PFTrack, Boujou and Syntheyes. With a host of other professional-grade tools, such as PIP technology and multi 360° passes, CANVAS 360™ unleashes users' creativity in virtual reality.

CANVAS 360™Pro is available starting **January 5, 2017.**

SOURCE Torus Media Labs

For further information: Aden Bahadori, CEO, (416) 732-3273, aden@torusmedialabs.com

http://www.torusmedialabs.com