A new breed of prosumer creation tools

...for the digital economy

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Digital Economy

... is your opportunity
What do you think of ... when you hear SONY
IP = $
What Sony does…

• Digital Creation
• New experiences on a platform.
• Learning about customers.

... and what you do.

• Digital Creation
• New experiences on a platform.
• Learning about customers.
Encanto Pipeline
... per Walt Disney Animation Studios’s

- Creative development
- Story
- Visual development
- Modeling
- Look Development
- Production Management
- Rigging
- Layout
- Simulation
- Animation
- Technical Animation
- Lighting
- Sets Extensions
- Effects Animation
- Crowd Animation
- Stereo
New Tools for Creators:

Building Imaginative Worlds
Remixing any Media
Bringing avatars to life
Picture of mobile phone filming a concert
By StabilityAI
Via CreativeML Open RAIL-M license
New Tools for Creators:

Building Imaginative Worlds
Remixing any Media
Bringing avatars to life
Distribution platforms

... your vehicle for success in the digital economy.
Ask more of your distribution platform

It must give you tools you trust

It must protect what is yours

It must allow you to use what is yours in novel way
Digital goods = IP = "$"
Let’s sum this up...

Leap of faith: Think Digital, think IP first

Leverage platforms that support you

Thrive by doing business in the digital economy