



## ROGUE NYC Specializes in VR Production And Post Using SCRATCH VR

**ROGUE**, a creative boutique in NYC ([www.postgonerogue.com](http://www.postgonerogue.com)), specializes in high-end production and post production for film, advertising, and digital. Since its founding two years ago, *Executive Creative Director, Alex MacLean* has produced a large body of work that demonstrates his color grading and finishing expertise in branding content for clients like HBO, Vogue, Google, Vice, Fader, and many more.

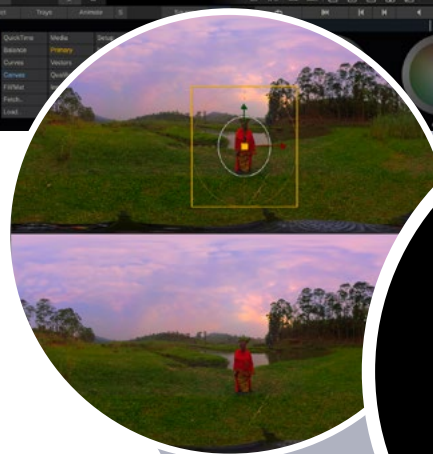
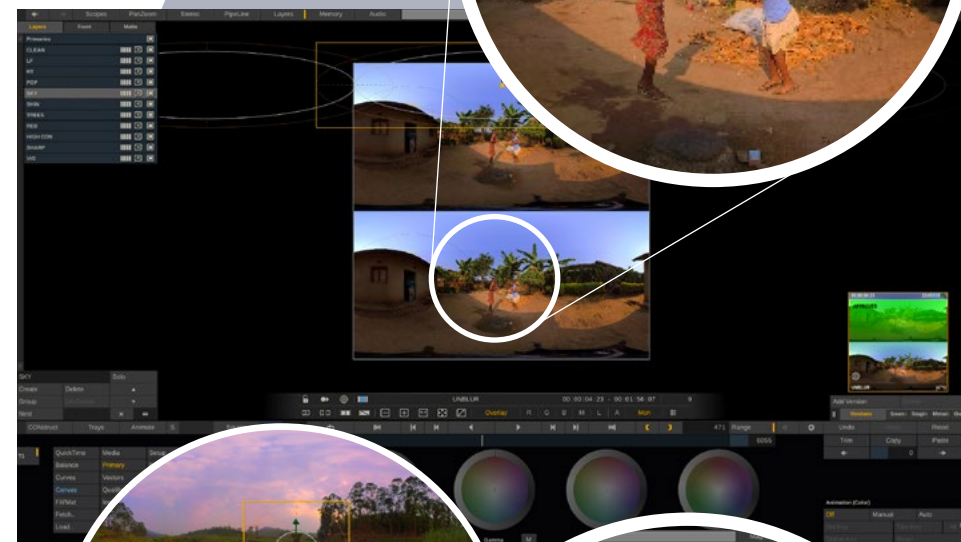
For the past three years MacLean has also been at the forefront of VR/360 content for narratives and advertising. In a recent interview MacLean discussed the challenges and rewards of working in VR.

### Q: What is the biggest challenge you're facing today in VR?

A: Working in real time on high-resolution projects. There are distinct differences in the variables for 4K, 6K, and 8K and various camera formats. The amount of data can seem staggering, then add 3D to the mix and the files get really large. Fortunately, my experience is paying off as I've learned how to quickly assess and manage the challenges.

### Q: What software tools are you using for VR?

A: ASSIMILATE's ([www.assimilateinc.com](http://www.assimilateinc.com)) SCRATCH VR Suite. It has all the features needed to efficiently and easily work in VR. Working in VR requires foresight and testing in advance. I'll often work with the ASSIMILATE team prior to the shoot itself to understand any new size and format issues. Using Assimilate's tools is the only way to go – they're up to speed on all aspects of VR, and SCRATCH VR is by far the best, most complete tool out there.





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### Q: What VR headsets are you using?

A: For tethered VR headsets, we use Oculus Rift and HTC Vive. SCRATCH VR gives me the advantage of color grading and finishing using a headset so that I can see the results in real time. This saves enormous amounts of time and it's huge for our clients during their reviews. They can see exactly how the experience will look on different platforms like desktops, laptops, tablets, smartphones, and the big screen.

### Q: What are some of your VR projects?

A: "UnBLUR Rwanda 360°" produced by *SuperSphere* for the Onesight Foundation, is one of my favorite projects. It's a five-minute narrative in which VR enhances the story, and the technology remains behind the scenes.

(<https://www.youtube.com/watch?v=OJzvdUP6ZCM>)

I'm also excited about a five-episode series for Vogue called Supermodel Closets, produced by 30 Ninjas. The first episode is Kendall Jenner Takes You on a 360° Tour of Her Closet.

(<https://www.youtube.com/watch?v=YCDVFF6-AOs>)

I've enjoyed all my VR projects. I like the challenge of learning and mastering new technology and contributing to the creative process. Part of the job is helping filmmakers work more creatively with a visual language that directs the audience to the specific point of interest.

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