

About

SCENE empowers the next generation of media creators to blend creativity with sustainability.

By integrating advanced digital tools into every phase of the filmmaking process, SCENE fosters a more accessible, efficient, and culturally respectful media landscape.

Scan and learn more

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**GREEN
OLIVE
FILMS**
TURNER - FOCUS

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Reimagining European Filmmaking



**For Efficient, Sustainable and
Data-Driven Film-making**

Location Scouting tool



Funded by the European Union
under GA number 101095303

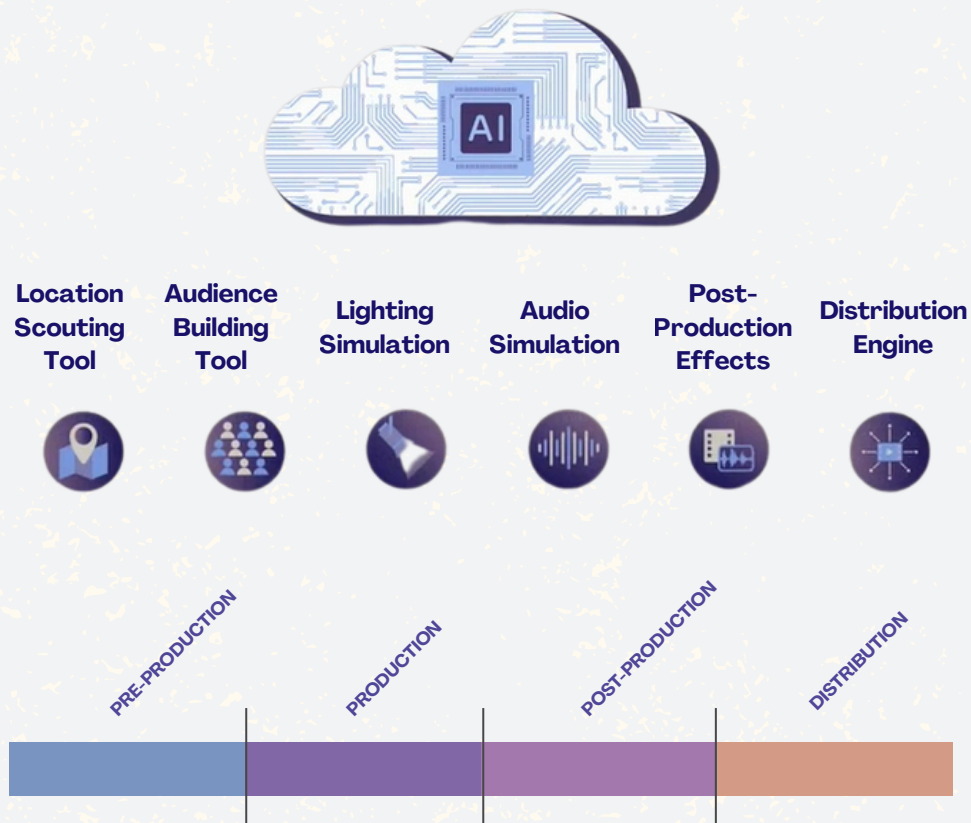
The SCENE Platform



Semantically Cognitive AI

It is a scalable and flexible platform, streamlining the **entire film production process**, from pre-production to distribution, through a set of interconnected tools and offers:

- Modular, cloud-based, seamless data integration, user-friendly interface.
- Designed for collaboration between filmmakers, location managers, producers, distributors.



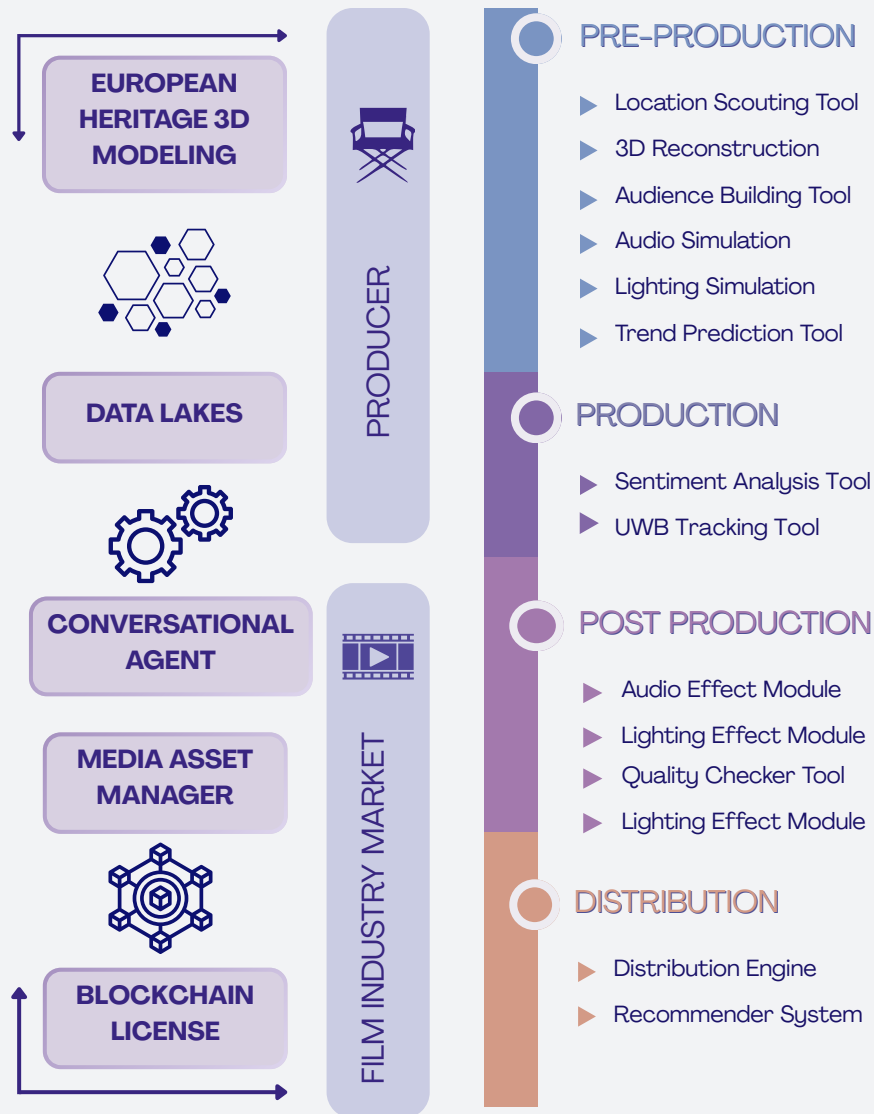
SCENE contributes to the preservation of the European Cultural Heritage

In line with the values of the New European Bauhaus, SCENE aims to protect, promote, and enhance the economic and societal relevance of European Cultural Heritage through **digitalisation**. In particular, through:

- Photogrammetry and neural rendering 3D reconstruction of lost or damaged heritage sites.
- Authentic visual reconstructions for documentaries and period films.



WHAT



OVERVIEW OF SCENE TOOLS

HOW

KEY TECHNOLOGIES

Behind SCENE's architecture lies an intelligent, interconnected ecosystem that brings together:

- ✓ AI-powered chatbot for location scouting
- ✓ 3D scanning technologies for recreation of high-resolution models of cultural heritage
- ✓ Real-time tracking system
- ✓ Simulation environments for cultural heritage sites (audio, environmental conditions)
- ✓ Audience profiling & smart recommendations for distribution
- ✓ Sentiment analysis and trend prediction of audience behaviour

SCENE's platform is built on a robust data infrastructure combining **ontologies** and a shared **data lake**.

ONTOLOGIES

The shared dictionary of films, people, places, and heritage concepts that aligns terminology and enables tools to 'understand' each other for smarter search and reuse.

DATA LAKE

The central library that stores all media (images, videos, etc.) securely and makes it easy to search, share, and reuse across tools and teams.

Facilitating location scouting & communication

The Location Scouting tool aims to facilitate filmmakers in **identifying the most suitable locations** (aka points of interest) for their film production (e.g., squares, museums, lakes, monuments, cities, etc.).

It provides a **centralized database of diverse options**, complete with high-quality images, detailed descriptions, and essential logistical information, reducing the time and effort spent on-site visits. The tool facilitates **seamless communication between scouts and property owners**, enabling **faster decision-making and negotiation**.

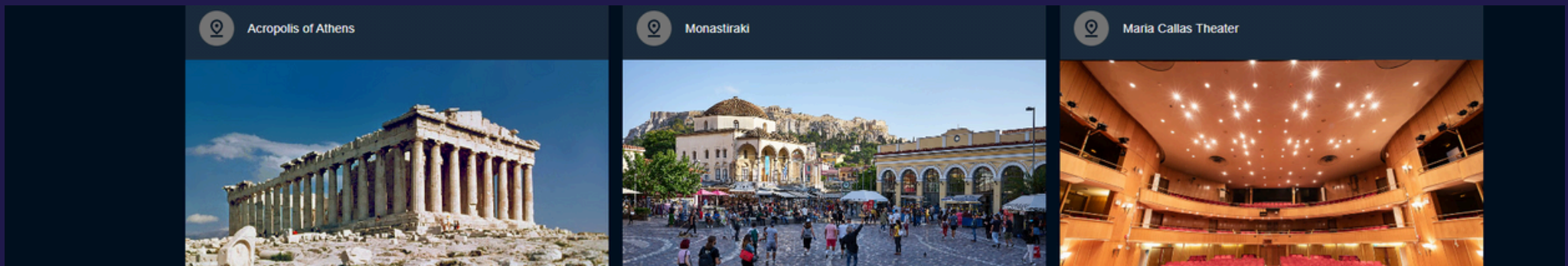


FOR WHO?

Location scouts, Service providers
Location Managers

For service providers, the tool serves as a **marketplace to showcase their offerings, connect with potential clients, and build lasting partnerships** within the industry.

The location scouting tool supports also the **automatic extraction of metadata** from the images uploaded by users, and the automatic collection of information about a location, collected from Wikipedia once a location is created.



Location Scouting Tool in detail

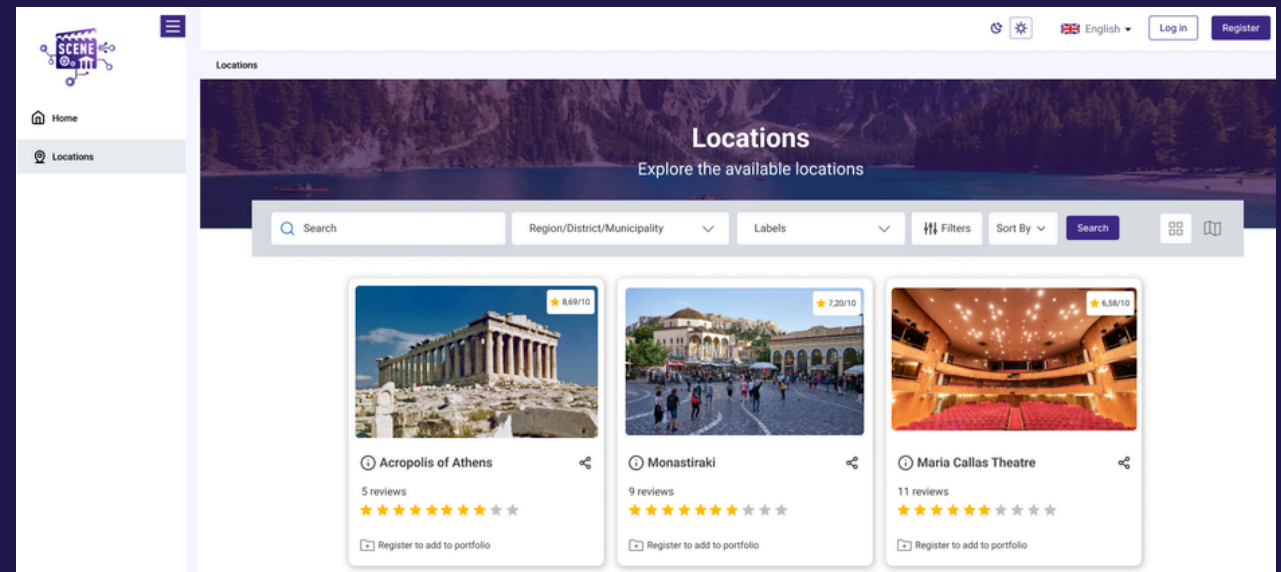
Through this tool, its end users (i.e., location managers, location scouts & service providers) are able to:

- **register points of interest in both automatic and manual way,**
- search for a location based on their needs, and
- provide the services that are available for a location, respectively.

More specifically, new locations are added by the location managers, who are responsible for the **addition and update of a location in the database**, the inclusion of all the relevant information related to the location's architecture, and information about the responsible people for handling the location's rights.

Automatic data extraction for each location is supported by this tool, via the extraction of metadata through the analysis of the images added on a location, and the retrieval of historical information and places of interest per location from the corresponding online sources.

Service providers also participate in this process, by adding places of interest (POIs) that are close to a location and could be used for a production of a film.



The available locations can be searched via the interface by using either **natural language or tags**, allowing the location scouts to search efficiently for the location that fits better into the needs of their production.

To facilitate the collection of the locations per movie, the location scouts are allowed to **create portfolios** with certain locations selected for a film, find information about a certain location, search for the services provided in this location, and get information for a location.



Centralized Location Database

- Comprehensive repository of diverse filming locations (squares, lakes, museums, monuments, cities, etc.).
- High-quality images, detailed descriptions, and logistical information included.

Advanced Search Capabilities

- Search using tags, filters, or natural language queries.
- Conversational agent (chatbot) enables intuitive, chat-based search and information access.

Location Registration & Management

- Locations can be added both manually by location managers and automatically via data extraction.
- Location managers maintain architectural details, ownership/rights information, and related metadata.
- Service providers can add nearby Points of Interest (POIs) relevant to a production.

Automatic Metadata Extraction

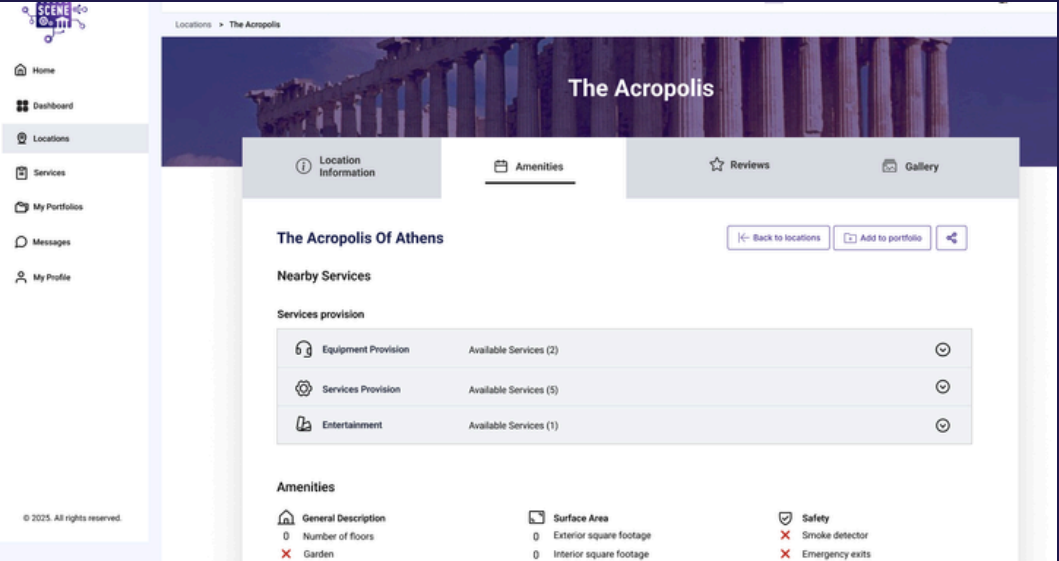
- Intelligent extraction of metadata from uploaded images (e.g., GPS coordinates, environment details).
- Automatic retrieval of historical and contextual information from Wikipedia and other online sources.

Communication & Collaboration Tools

- Built-in communication between scouts, managers, and property owners for fast negotiation and decision-making.
- Marketplace environment for service providers to showcase offerings and connect with clients.

Portfolio Creation

- Location scouts can group selected locations into portfolios per film project.
- Easy access to details, services, and suitability evaluations for each location.



BENEFITS

Overall System Benefits

- Streamlines the entire location scouting workflow from discovery to negotiation.
- Centralizes fragmented information into a single, easy-to-use platform.
- Improves accuracy with automated metadata extraction and online information retrieval.
- Enhances productivity for all stakeholders through real-time collaboration.
- Increases the quality of location decisions, ensuring each film finds its ideal environment faster and more efficiently.
- Modernizes the scouting process with AI-powered search and a conversational assistant.

Benefits for end users



For Location Managers

- Simplified workflow for adding and updating locations.
- Automatic data enrichment reduces manual effort and ensures accuracy.
- Clear visibility of location rights and ownership management.
- Boosts exposure of managed locations to a wider network of filmmakers.

For Location Scouters

- Significantly reduced on-site scouting time thanks to rich multimedia and detailed logistical info.
- Faster discovery using natural language search and smart recommendations.
- Ability to create curated portfolios tailored to each film's aesthetic and practical needs.
- Direct communication with location managers and service providers accelerates decision-making.

For Service Providers

- Marketplace to promote services (e.g., catering, rental equipment, security, logistics).
- Opportunity to add POIs near locations and integrate offerings into filmmakers' scouting process.
- Increased visibility and potential long-term industry partnerships.

Traditional Workflow

SCENE Workflow

