

BEYOND IMAGINATION — THE FUTURE OF CREATIVE TECHNOLOGY

technicolor
CREATIVE STUDIOS



PRESENT

BEYOND INNOVATION

SUSTAINABLE AUTOMOTIVE PRODUCTION SOLUTIONS

—
THE MILL & TRAVLRR LAUNCH WORLD'S
FIRST SUSTAINABLE AUTOMOTIVE
PRODUCTION SOLUTION

THE MILL AND TRAVLRR HAVE LAUNCHED SUSTAINABLE AUTOMOTIVE PRODUCTION SOLUTIONS IN ADVERTISING, SUPPORTING A MORE SUSTAINABLE AND GREENER WAY TO PRODUCE AUTOMOTIVE CONTENT THAT IS KINDER TO THE PLANET.

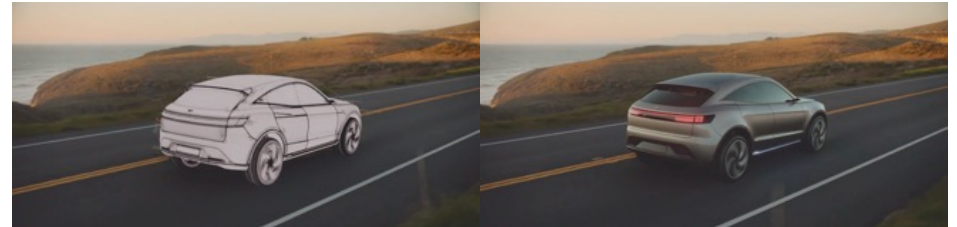
Each year the global commercial production industry produces thousands of tons of carbon, along with thousands of tons of waste. This happens despite the fact that we already have the technology and ability to make all productions both net carbon neutral and zero-waste.

The Mill and Travlrr's new productions will utilise a global network of capabilities and the latest technological and VFX techniques to create lower emission production where carbon emissions will be offset.

A recent report by Green Elements has calculated the carbon footprint of an automotive shoot in Iceland by The Mill and Travlrr compared with a traditional shoot. The results show that clients can save up-to 800% less CO2, with 200% less time spent and a 200% cheaper production.

Mark Benson EVP, Global Director of VFX at The Mill said: "The alliance between The Mill and Travlrr is a major step for The Mill and our clients to create highly engaging content with zero carbon footprint. Many industries have taken great strides to use the latest technology for the benefit of future generations, we believe it is time for the advertising industry to follow suit."

This world's first partnership allows organisations to significantly reduce their scope 3 emissions associated with producing adverts on location. It was found that greenhouse gas emissions associated were over 8 times less than a traditional shoot.



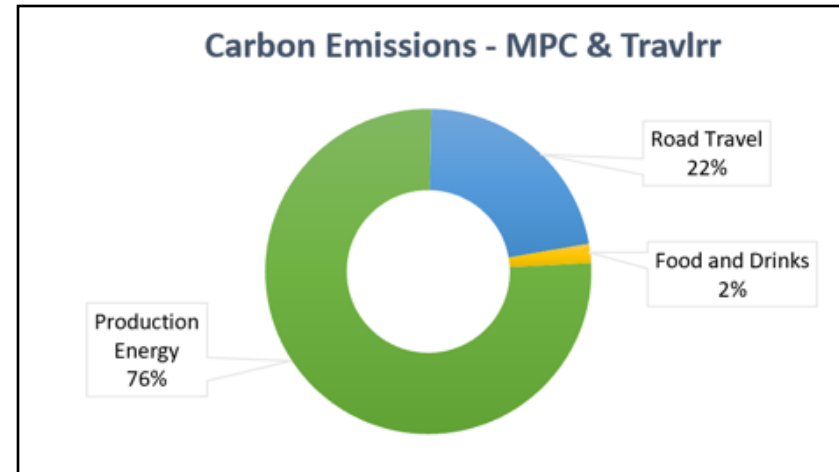
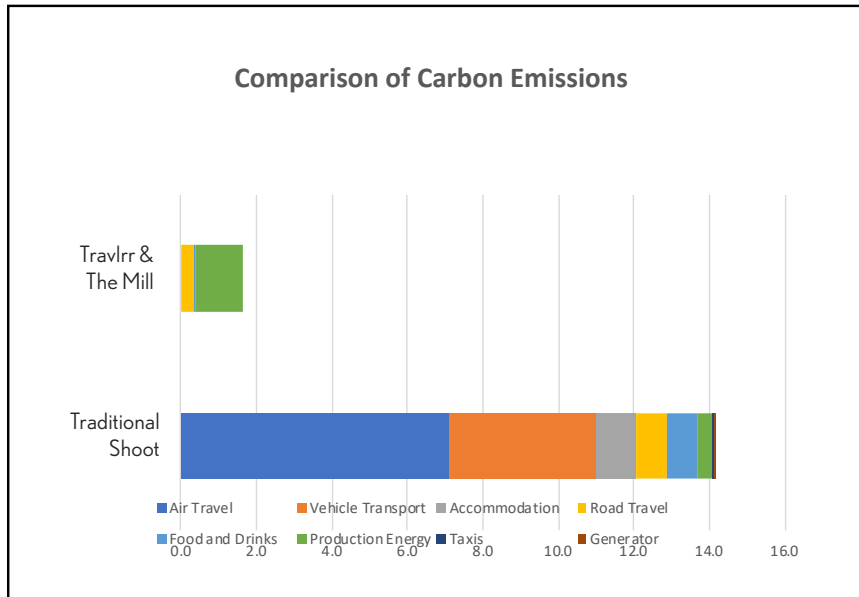
HOW IT WORKS

Sustainable Automotive Production Solutions aims to break down industry silos by applying local talent to shoot bespoke live action backgrounds and utilise state of the art technology to put CGI rubber to tarmac, with absolute realism.

Utilising The Mill's award-winning VFX team to create CG vehicles, allows for limitless customisation, now or in the future. Without the need to re-shoot you can change or adapt the vehicle itself for another model, another colour or to any specification.

Mark Benson EVP, Global Director of VFX at The Mill comments: "This cost-effective way of producing content uses a fraction of the emissions that would be used in a live shoot which decreases your carbon footprint yet still puts you in the driver seat on countless dream roads in over 100 countries around the globe, all without creative compromise."

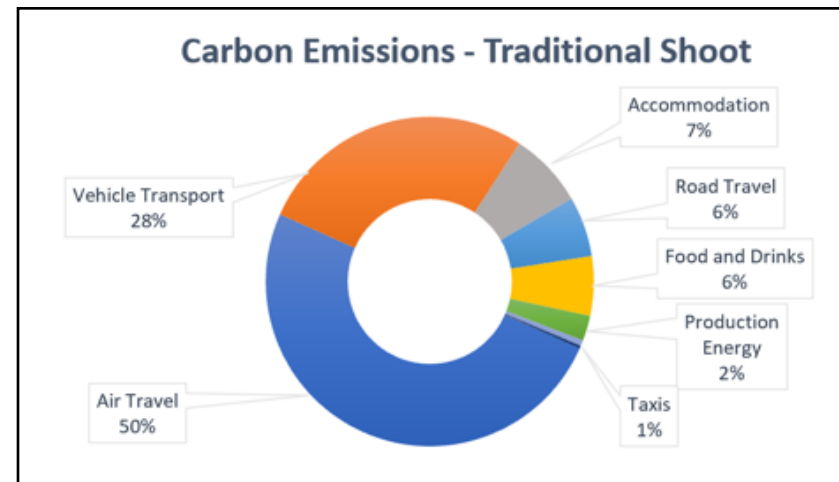
EMISSIONS ASSOCIATED WITH THE TRADITIONAL SHOOT WERE 868% LESS THAN USING TRAVLRR AND THE MILL'S SOLUTION



1.6 tonnes CO2e

COST –
215%
CHEAPER

TIME –
214%
LESS TIME
SPENT



14.2 tonnes CO2e

PLANTING TREES BACK INTO NATURE

In addition to reducing emissions, The Mill and Travlr have partnered with award-winning conservation charity Trees for Life to plant native Scottish Trees in the Caledonian Highlands for each brief commissioned to the platform.

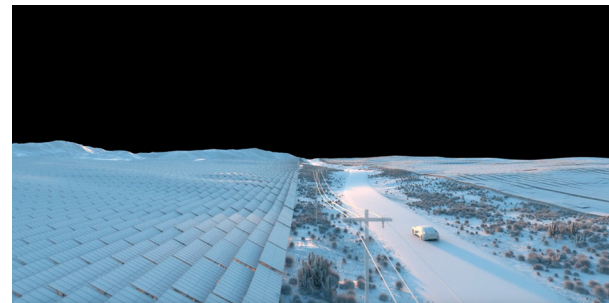
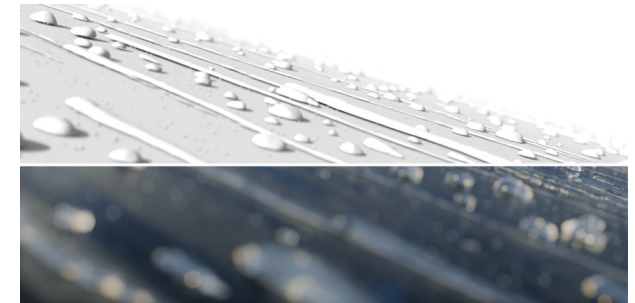
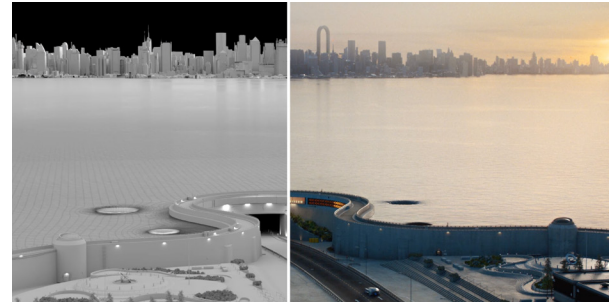
For each brief commissioned to the platform, The Mill and Travlr have both committed to plant trees that will sequester the equivalent of 7.5 tonnes of greenhouse gas emissions each, capturing 15 tonnes total over their lifetime*. This nature-based solution will compensate for around 9 times the emissions produced in the production measured.

Steve Micklewright, Trees for Life's Chief Executive Officer, said: "This initiative from Travlr and The Mill will make a real, tangible difference to our vital rewilding work, and to tackling climate change. It is wonderful news for the restoration of Scotland's beautiful Caledonian Forest, and it will generate long-lasting benefits for woodlands, wildlife and communities."

Darren Khan, CEO and Founder of Travlr adds: "This exciting Exclusive partnership with The Mill is truly a global first and very relevant in today's new world, people and brands have become far more concerned about their local environment and the world we would like to live in. Sustainability is at the core to making those changes and by offering a ground-breaking production solution to the automotive industry that helps reduce marketing carbon footprints, saves time and money. Expanding creativity for content and ads should really resonate with CMO's, Investors, Shareholders and of course their customers."

The Mill's recent CGI heavy campaign for Lexus Electrified was created remotely through a Virtual Studio and industry-leading technology, the process was smooth and often in real-time. The result is captivating, environmentally friendly, future-facing work that delivers in all respects.

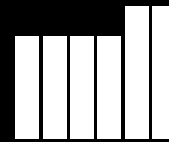
THE FUTURE OF MAKING SUSTAINABLE
AUTOMOTIVE CONTENT IS NOW.



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