

# michael franz

franz.mike@gmail.com  
503.828.2266  
LinkedIn

## Work Samples

### **Sports Illustrated “Capturing Everest” - Executive Producer**

A first-of-its-kind VR documentary about two extraordinary individuals and their journey to top of the world. Using proprietary 360° camera systems and specialized rigging, the team captured the emotion and intensity of this mountain like never before. Capturing Everest debuted in 2017 on behalf of Sports Illustrated on the [LIFE VR platform](#). On May 8th 2018 Capturing Everest received an EMMY for digital innovation.

### **Time Magazine “One World Trade Center” – Director of Photography / Editor / Project Manager**

After 12 years of anticipation, the tallest skyscraper in the Western Hemisphere was ready for its close-up. In a 6 month collaborative partnership with Jonathan Woods from Time Magazine, we climbed to the top of One World Trade Center on a sunny September morning with 3 iron workers to capture Manhattan like never before. Dubbed One World Trade Centers selfie, the image would later become a first ever three page cover for Time Magazine and an interactive image that was the cornerstone of Time’s rebranded website.

### **Intel - 2018 Youth Olympic Games in Buenos Aires - UAV pilot and Cinematographer**

Commissioned by Intel, I was one, of a four-man team that traveled to Buenos Aires to capture the Youth Olympic Games with drones. We were the only authorized pilots to fly drones during the games and were responsible for capturing Sailing, Kite Boarding, Rowing, Kayaking, Triathlon and B-Roll footage of the city.

### **Microsoft – Microsoft Reality Capture Studio - Director / Project Manager**

Microsoft Mixer Reality Capture Studios create holograms to educate and entertain. We were brought into this project to help create a behind the scenes look in VR and tell the story of how Microsoft creates these holograms and how they will impact today’s learning and future generations.

### **Space Needle “Zoomable City” – Director of Photography / Editor / Project Manager**

On September 11<sup>th</sup> 2014, we installed a temporary gigapixel capture system above the Space Needle’s aircraft beacon and captured an ultra-high resolution panoramic image of Seattle. Over 3000 individual images were shot and stitched together to create one single image. The finished image was used for the Zoomable City Kiosk, with partner company Stimulant, where Observation Deck visitors could explore the city and points of interest.

### **Space Needle “360 VR App” - Director of Photography / Project Manager**

With the launch of the Samsung Gear VR headsets, the Space Needle tasked us with assisting them with a launch of their own app and VR experiences. We took them from concept through implementation and successful launch. We created the three VR experiences, Seattle Seaplane Experience, Halo Walk and Above the Needle, and built out the iOS and Android apps with the assistance of our partners at Wemersive.

### **Space Needle “Zoomie” - Project Manager / Consultant**

Always striving to add value to the guest’s experience, the Space Needle tasked us to research and develop a camera system and platform that would allow their guests to zoom into a live feed of themselves from an adjacent building 1/3 of a mile away. Using off the shelf technology, we tested several camera systems and assisted with the back-end process for the video transfer and storage.

### **Space Needle “50 year camera” – Project Manager**

Teaming up with Seitz from Switzerland, we mounted a Livecam D2 360° time-lapse camera system on the top of the Space Needle. The system captures extremely detailed 360° panoramas of the Seattle skyline every ten minutes. The images are then piped into an interactive kiosk that allows guest to interact with the time-lapse content via touchscreen on the observation Deck. The ultimate goal is to have the camera remain in place for 50 years to assist in the documentation of urban growth in the largest city of the Pacific Northwest.

### **Copeland Studios “Adventure Calls” – Audio / UAS Pilot / DIT / BTS / B-Roll**

A TV series composed of episodes about adventure, culture, music, and a culinary experience that connects viewers to the local scene in Central Oregon and incredible businesses that run it. Host, Chad Copeland, takes viewers on an adventurous journey through Oregon with guests, celebrities, and people of action. Each episode begins on an adventure then transitions to food and the arts (music, art, culture, etc.). Each transition is unique to the theme of the given episode. Every episode will finish with a culinary experience. In the last segment of every episode, Chad will join a Chef to discover cooking style, presentation, and sourcing. A series full of entertaining challenges and fun with a common thread through the spirit of adventure and learning.

### **DHVANI “A Mask For Every American” / “Million Dollar Mask” Director of Photography / Producer**

Environmentally sustainable Activ(ist) wear company DHVANI reached out to have us create a video for a philanthropic campaign they were launching. The video follows them as they donate 10,000 medical grade masks to people on the frontline at a local hospital and co-op grocery store. The ultimate goal being "A Mask for Every American" where people can go to a website and request a free mask as well as donate to help fund the cause and end the COVID-19 pandemic. The follow up video "Million Dollar Mask" was created in response to the astounding success from the first video. DHVANI receives requests for over 1 million masks but only raised \$40,000. The goal of the "Million Dollar Mask" video was to target and challenge Billionaires and contributors to "The Giving Pledge" who have committed to philanthropic efforts to the betterment of mankind

#### **TEDx Portland – "Standing Ovation" VR experience - Producer / Cinematographer**

In the Spring of 2017 in Portland, 503 Media and Events hired us to capture a standing ovation of 2900 people from the TEDx stage with the goal to edit the ovation in near real time, load it onto three HTC Vive VR headsets located in the mezzanine area. Upon intermissions, as guests poured out of the auditorium, they discovered giant 80-inch screens connected to the VR headsets where they could experience their own standing ovation firsthand.

#### **Jiva VR - "Awakening – A Prologue to Nakuru Kuru" - Director of Photography**

Following on the success of *Capturing Everest*, I was brought into JIVA VR's ongoing *Nakuru Kuru-Cloudbreak Film project* to provide on-the-ground cinematic VR support and VR post-production. *Nakuru Kuru* is a live-action 360° virtual reality experience that transports you to some of the most exotic locations on earth, injecting life into the untold story of surfing pioneer John Ritter.

#### **Hansen Robotics – "Being Sophia" – Director of Photography (London, Ethiopia & Los Angeles)**

Hanson Robotics' most advanced human-like robot, Sophia, personifies our dreams for the future of AI. A unique combination of science, engineering and artistry, Sophia is simultaneously a human crafted science fiction character depicting the future of AI and robotics. Sophia captures the imagination of a global audiences. She is the world's first robot citizen and the first robot Innovation Ambassador for the United Nations Development Program. *Being Sophia*, is a surreality series about Sophia's emerging life, adventures, experiences and her quest to learn and develop into super intelligent, benevolent being.

#### **Hunter Noack – "In A Landscape" VR Pilot production – Producer**

*IN A LANDSCAPE: Classical Music in the Wild*, is an outdoor concert series held in the stunning landscapes of the Pacific Northwest. To meet the acoustical challenges of performing in the wild, music is transmitted to the concert goers via wireless headphones. No longer confined to seats, they can explore the landscape, wander through glens, lie in sunny meadows and roam old growth forests. Our role was to create a pilot VR production and test case that would both raise additional revenue to help the series grow and thrive, and act as an experience that could be taken and shared with people who were less fortunate or confined to their homes.

#### **Montparnasse 56 – Gigatouch - Director of Photography / Editor / Project Manager**

In July and October of 2015, the team at Panogs climbed to the top of One Liberty Place in Philadelphia and installed a temporary gigapixel capture system above the spire aircraft beacon. The purpose, to capture a day and night ultra-high resolution panoramic image of The City of Brotherly Love. Over 1500 individual images were shot for each panorama, stitched together to create two individual day and night images. The finished images were used for the Gigatouch Kiosk, with partner company Stimulant, where Philly from the Top visitors could explore the city and points of interest.

#### **PetaPixel - Journey to the Top of the Freedom Tower - Writer**

I was commissioned by PetaPixel to write an article that recounted my experience and the process of creating the interactive gigapixel image from the top of One World Trade Center in Manhattan for Time Magazine in September of 2014.