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February 13, 2018: Vaylian Studios' immersive Virtual Reality work is recognized with the 2018 Lumiere Award for Best VR Brand Experience

Los Angeles: The Advanced Imaging Society held its annual Lumiere Awards this week recognizing a number of Virtual Reality (VR) and Augmented Reality (AR) Projects. Born to Baja: Ford Raptor Baja 1000 VR Experience took home the award for Best VR Brand Experience for 2018.

The project, produced for Ford Motor Company by GTB, in association with BCII, was the creative vision of Vaylian - a boutique advanced digital media studio in Los Angeles - and its creative director Damien Christian D'Amico. Born to Baja: Ford Raptor Baja 1000 is an immersive VR journey through the deserts of Baja, Mexico with a Ford-backed race team as they attempt to race the new Ford Raptor in the stock division of the SCORE Baja 1000 - the world's toughest point-to-point desert race. Shot in real time over 50 non-stop hours of day and night racing, the program features incredible and unique composited imagery never before attempted in VR. A dedicated Vaylian team worked for a solid week on location in Mexico capturing the pre-race, race and post-race images using dozens of specially equipped camera packages and custom fabricated mounts.

Following the week in Mexico, the Vaylian in-house post-production and VFX teams, again directed by D'Amico, worked for three months compositing and node editing the complex imagery into one of the most immersive real-life motorsports VR experiences ever created. At the same time, D'Amico and the GTB team crafted the documentary storylines that would allow the viewer to feel like they were really there through all the drama of the Baja 1000.

In the end, Born to Baja represents the height of branded storytelling in the immersive world of composited VR. According to director D'Amico, "The Lumiere Award is fantastic validation for all of the hard work the Vaylian team, along with GTB and BCII, put into this project. We couldn't be prouder of how the final experience turned out, and we look forward to working with Ford and GTB again in the future."

The 2018 Lumiere Awards Winners List: <https://uploadvr.com/lumiere-awards-2018-vr-ar/>

#### About Vaylian

Vaylian Studios is an advanced digital media production company located in Los Angeles that specializes in the conceptualizing, creation and delivery of immersive 3D VR, AR, MR and VFX content across all delivery platforms, with an emphasis on branded content and experiential marketing projects. For more information about Vaylian, visit [www.vaylian.com](http://www.vaylian.com) or contact [melody@vaylian.com](mailto:melody@vaylian.com).



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