

**DIGITAL
LIGHTHOUSE**

ADV | CINEMA | TELEVISION | 3D | ENTERTAINMENT

AGENCY PRESENTATION DECK





ABOUT US

Digital Lighthouse is a creative production company specializing in **content for digital, social media, OTT platforms, TV and cinema.**

With offices in **Italy and Canada**, we offer end-to-end creative solutions: from **creative direction** and **filming** to **high-standard audio and video post-production and VFX.**

With solid expertise in the creation of **audiovisual content, digital visual effects, CGI, events, and virtual simulations**, we are the ideal partner for any content production or **advertising projects**, and for **gaming and mobile apps development.**

Digital Lighthouse is highly specialized in the production of Automotive, Sport, and Motorsport content, with extensive experience in Formula 1.

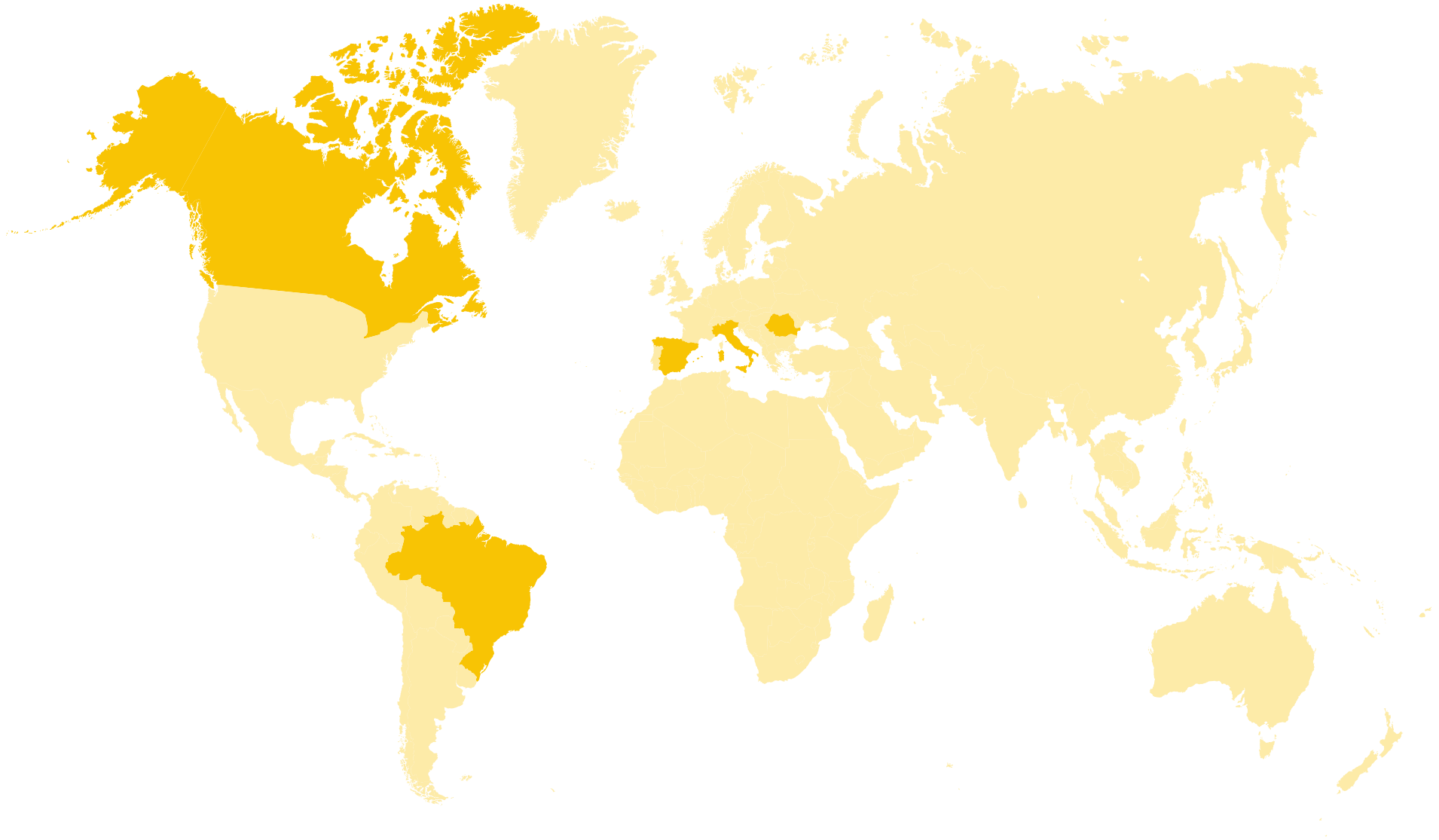
We have worked as an **Official Media Partner** with the **Red Bull F1** teams, supporting their digital transition and 3D development in the new era of Formula 1, designing and delivering major motorsport projects around the world.

We operate worldwide alongside leading brands, supported by a strong network of partners, providing comprehensive solutions for the advertising and digital entertainment markets.

ABOUT US



COMPANIES HEADQUARTERS & OPERATION AREAS



A person wearing large headphones is seen from the side, looking at a computer monitor. The monitor displays a video of a man speaking.

**CREATIVE
DIRECTION**

A person is standing in a dimly lit room, interacting with a large screen or projection. The scene is filled with various objects, including a lamp and some plants.

**AUDIOVISUAL
PRODUCTION**

A person with glasses is sitting at a desk, working on a laptop. They are holding a pen and looking at the screen.

**GRAPHIC
DESIGN**

A person is sitting at a desk, looking at a computer monitor. The monitor displays a 3D rendering of a car. The person is wearing a shirt with the text "DIGITAL LIGHTHOUSE" on it.

**3D CGI
PRODUCTION**

A 3D rendering of a Red Bull racing car is shown. The car is in a dynamic pose, with the Red Bull logo prominently displayed on the side.

**GAMING &
INTERACTIVE MEDIA**

A person is sitting at a desk, looking at a computer monitor. The monitor displays a website or application. The person is wearing a shirt with the text "DIGITAL LIGHTHOUSE" on it.

PRE PRODUCTION

A person is sitting at a desk, looking at a computer monitor. The monitor displays a video or audio waveform. The person is wearing a shirt with the text "DIGITAL LIGHTHOUSE" on it.

**VIDEO - AUDIO
POST PRODUCTION**

A person is holding a camera, looking through the viewfinder. They are wearing a cap and a shirt with the text "DIGITAL LIGHTHOUSE" on it.

**PHOTO
DEPARTMENT**

A 3D rendering of a Formula 1 car is shown. The car is in a dynamic pose, with the text "TAUROS" visible on the side.

VFX

A person is wearing a VR headset. The headset has the text "DIGITAL LIGHTHOUSE" on it.

**VR/AR
PRODUCTION**



2. CLIENTS

CLIENTS





3. VENUES

DIGITAL LIGHTHOUSE
MOTOR VALLEY MEDIA HUB
FAENZA



DIGITAL LIGHTHOUSE
ROMA



DIGITAL LIGHTHOUSE
STUDIOS
POTENZA



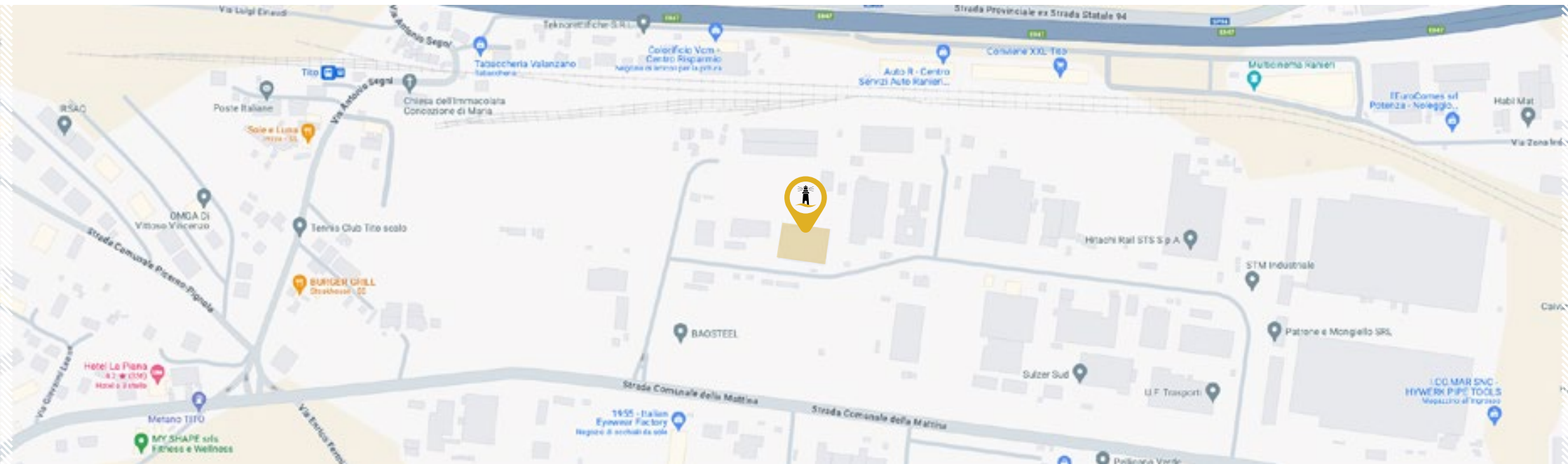
MONTRÉAL- CANADA

WHERE WE ARE OUR OFFICES & STUDIOS

We operate nationwide across Italy and we also have offices abroad, allowing us to work on a **global scale**, supported by a highly diversified technological and **technical infrastructure**.

Our facilities include **studios and production labs** where **teams of experts** specialised in **production, post-production, and computer graphics** work in synergy, ensuring a perfectly streamlined and **integrated production process**.

DIGITAL LIGHTHOUSE | STUDIOS



DIGITAL LIGHTHOUSE S.R.L.
Studios
Zona Industriale
85050 Tito Scalo (PZ), Italy;

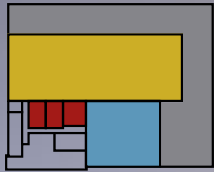
GOOGLE MAPS LOCATION

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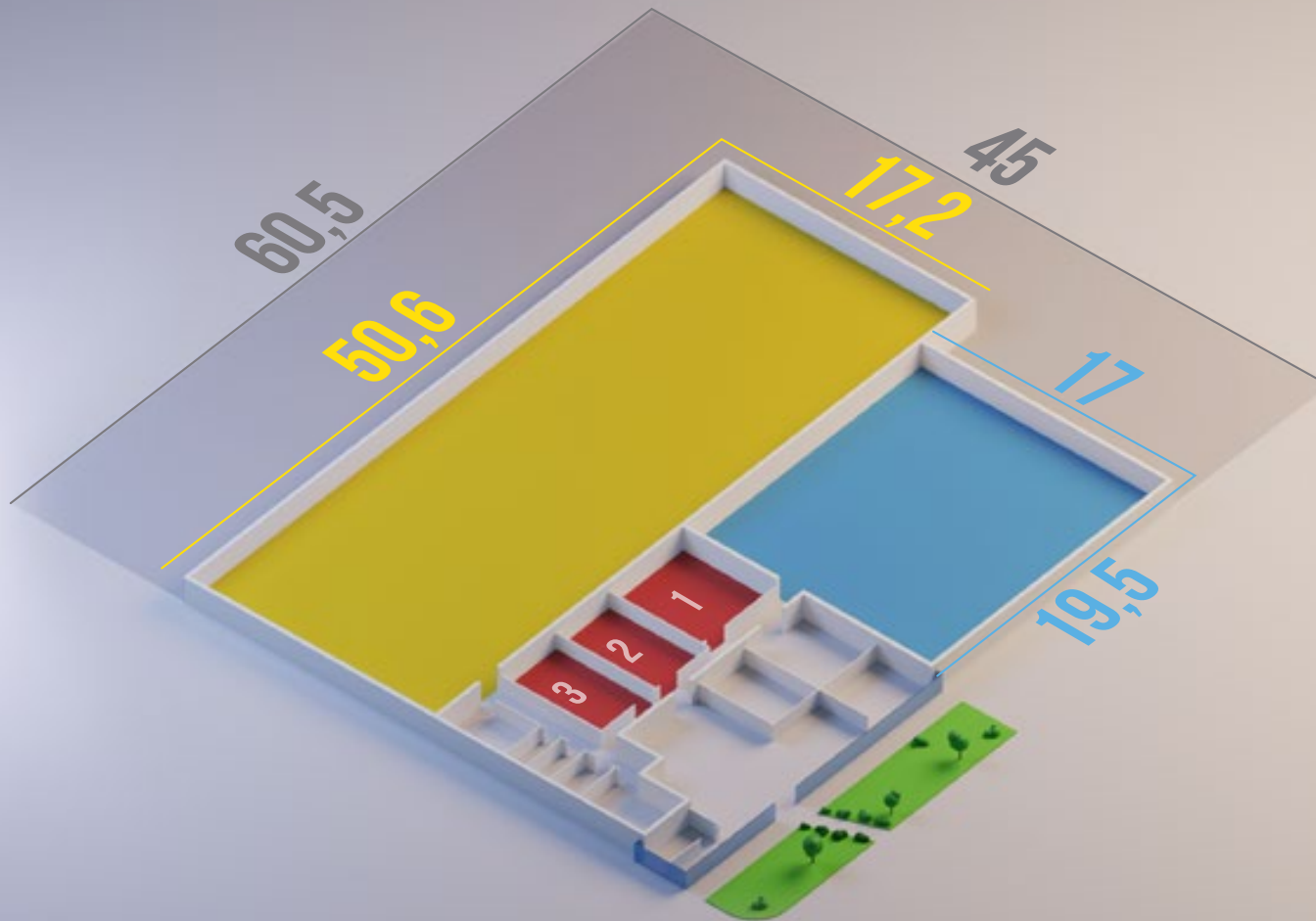
[Open in Google Maps](#)

DIGITAL LIGHTHOUSE STUDIOS OVERVIEW





DIGITAL LIGHTHOUSE STUDIOS OVERVIEW



MULTIFUNCTIONAL SPACE

9,2 H MIN 10,3 H MAX

872 MQ

STUDIO

9 H

330 MQ

POST PRODUCTION & AUDIO

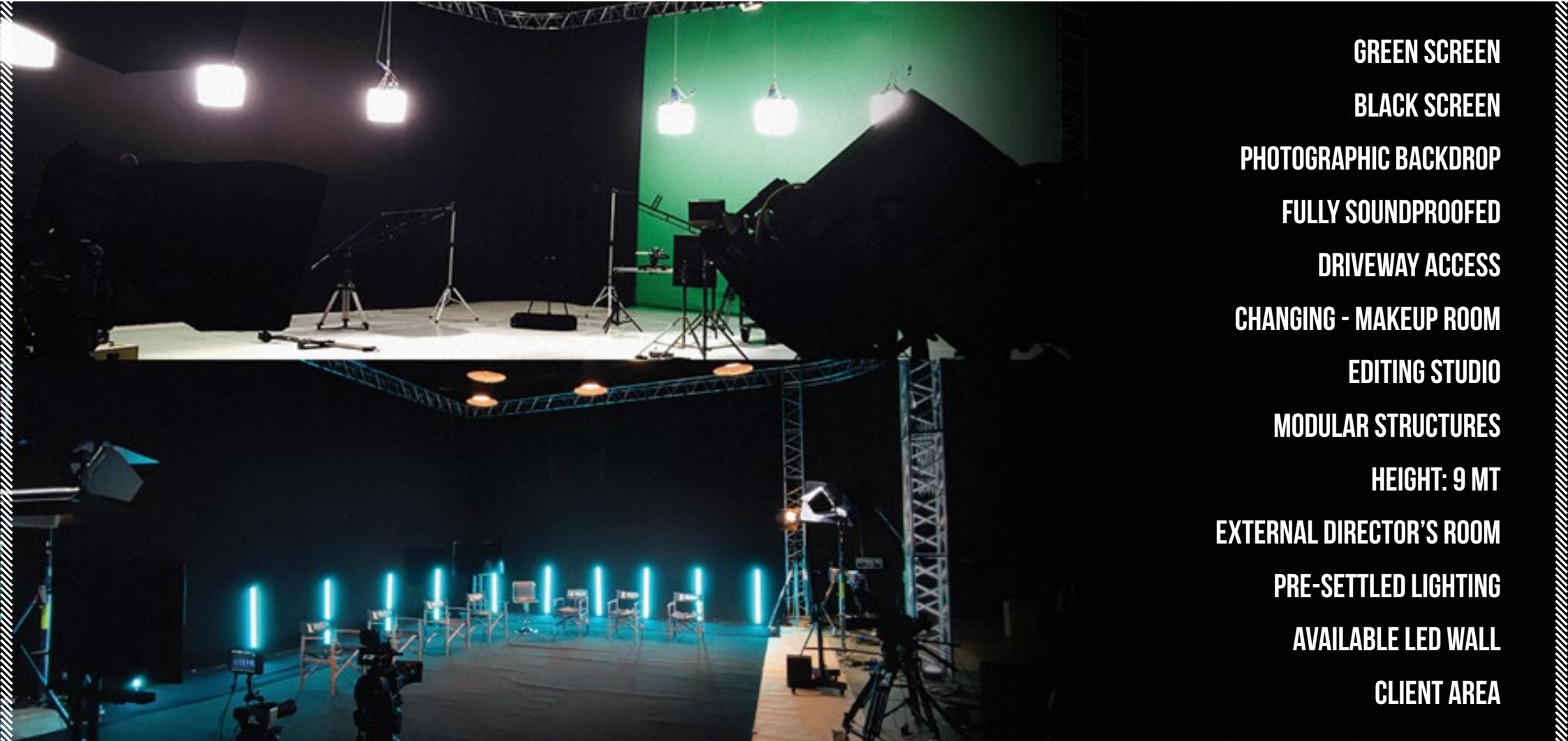
1	2	3
2,5 H	2,5 H	2,5 H
38,8 MQ	28,3 MQ	23,3 MQ

COVERED PARKING

8,4 H MIN 10,3 H MAX

1090 MQ

DIGITAL LIGHTHOUSE STUDIOS **SOUND STAGE**



GREEN SCREEN

BLACK SCREEN

PHOTOGRAPHIC BACKDROP

FULLY SOUNDPROOFED

DRIVEWAY ACCESS

CHANGING - MAKEUP ROOM

EDITING STUDIO

MODULAR STRUCTURES

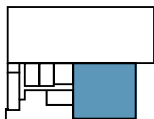
HEIGHT: 9 MT

EXTERNAL DIRECTOR'S ROOM

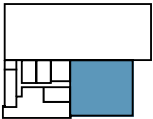
PRE-SETTLED LIGHTING

AVAILABLE LED WALL

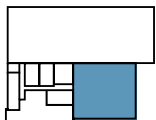
CLIENT AREA



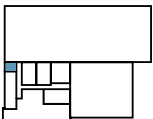
DIGITAL LIGHTHOUSE STUDIOS **SOUND STAGE**



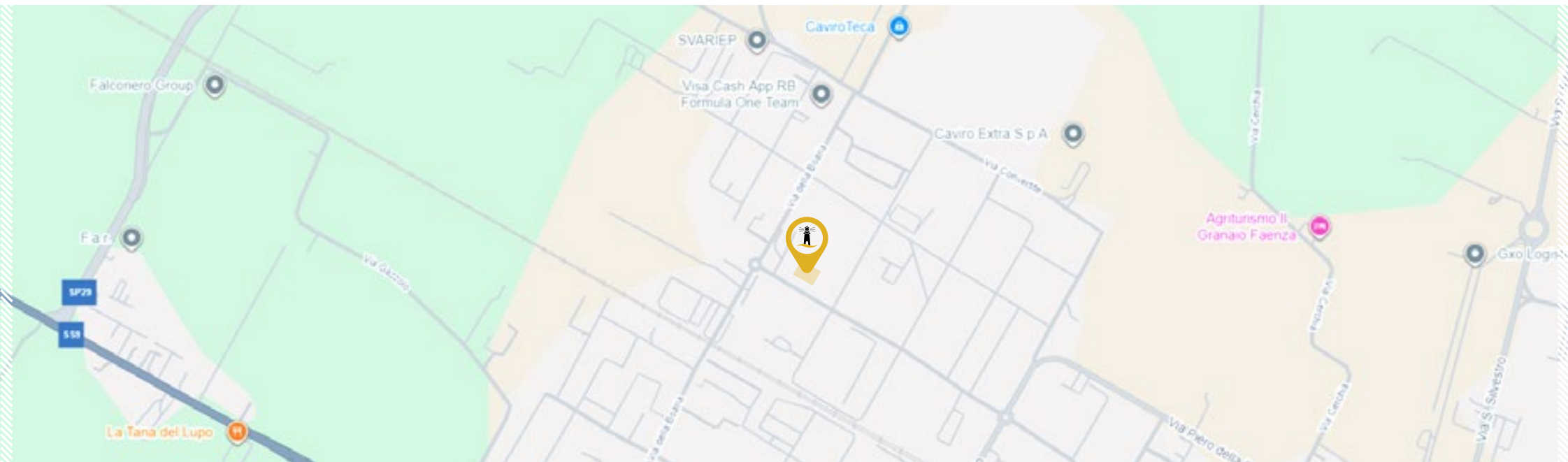
DIGITAL LIGHTHOUSE STUDIOS **SOUND STAGE**



DIGITAL LIGHTHOUSE STUDIOS **CHANGING ROOM**



DIGITAL LIGHTHOUSE **MOTOR VALLEY**



DIGITAL LIGHTHOUSE S.R.L.

Office
Digital Lighthouse **Faenza**
Via Marcello Malpighi, 4B
48018 Faenza RA

GOOGLE MAPS LOCATION

44.304209145454244, 11.863337637587478

[Open in Google Maps](#)

DIGITAL LIGHTHOUSE **MOTOR VALLEY MEDIA HUB**

DLH MOTOR VALLEY MEDIA HUB

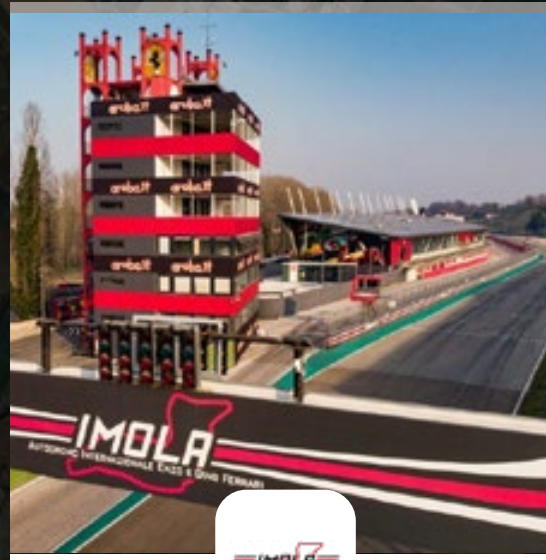


DIGITAL
LIGHTHOUSE

STUDIOS

+

AUTODROMO IMOLA ENZO E DINO FERRARI



IMOLA

RACE TRACK

+

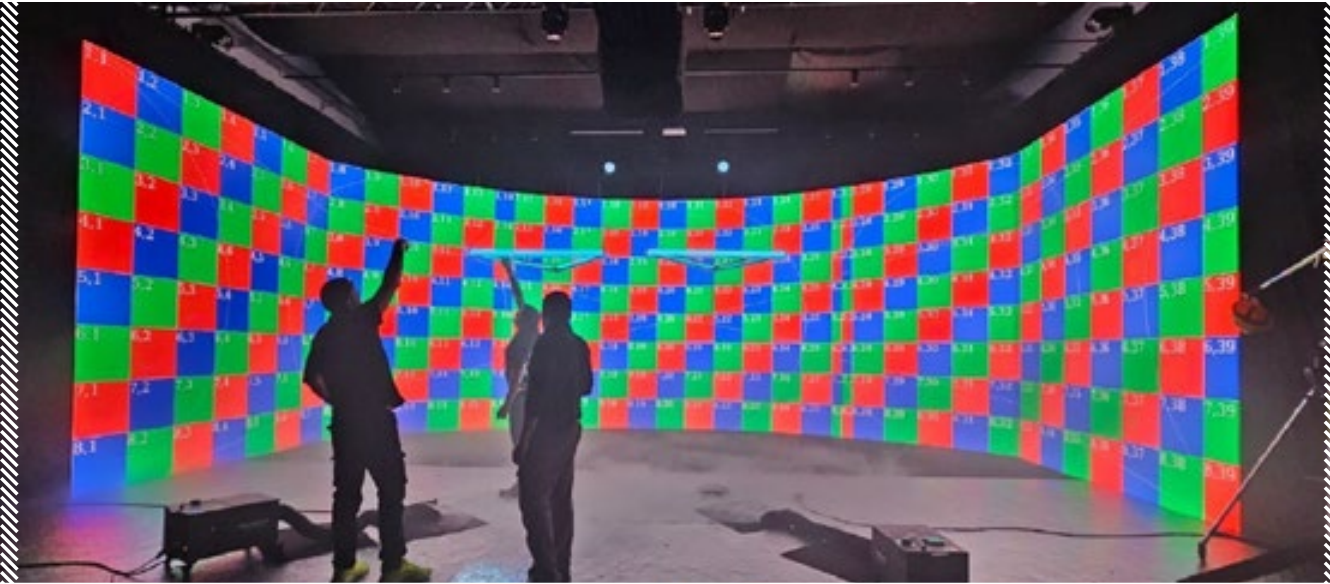
04 PARK MONTE CORALLI



PARK
04
MONTE CORALLI

OFF-ROAD TRACK

DIGITAL LIGHTHOUSE STUDIOS **MOTOR VALLEY**



VIRTUAL PRODUCTION - LED WALL
MOTION CAPTURE
FACIAL / BODY 3D SCAN
GREEN / BLACK SCREEN
PHOTOGRAPHIC BACKDROP
FULLY SOUNDPROOFED
DRIVEWAY ACCESS



DIGITAL LIGHTHOUSE STUDIOS **MOTOR VALLEY**



EDITING STUDIO

MODULAR STRUCTURES

HEIGHT: 9 MT

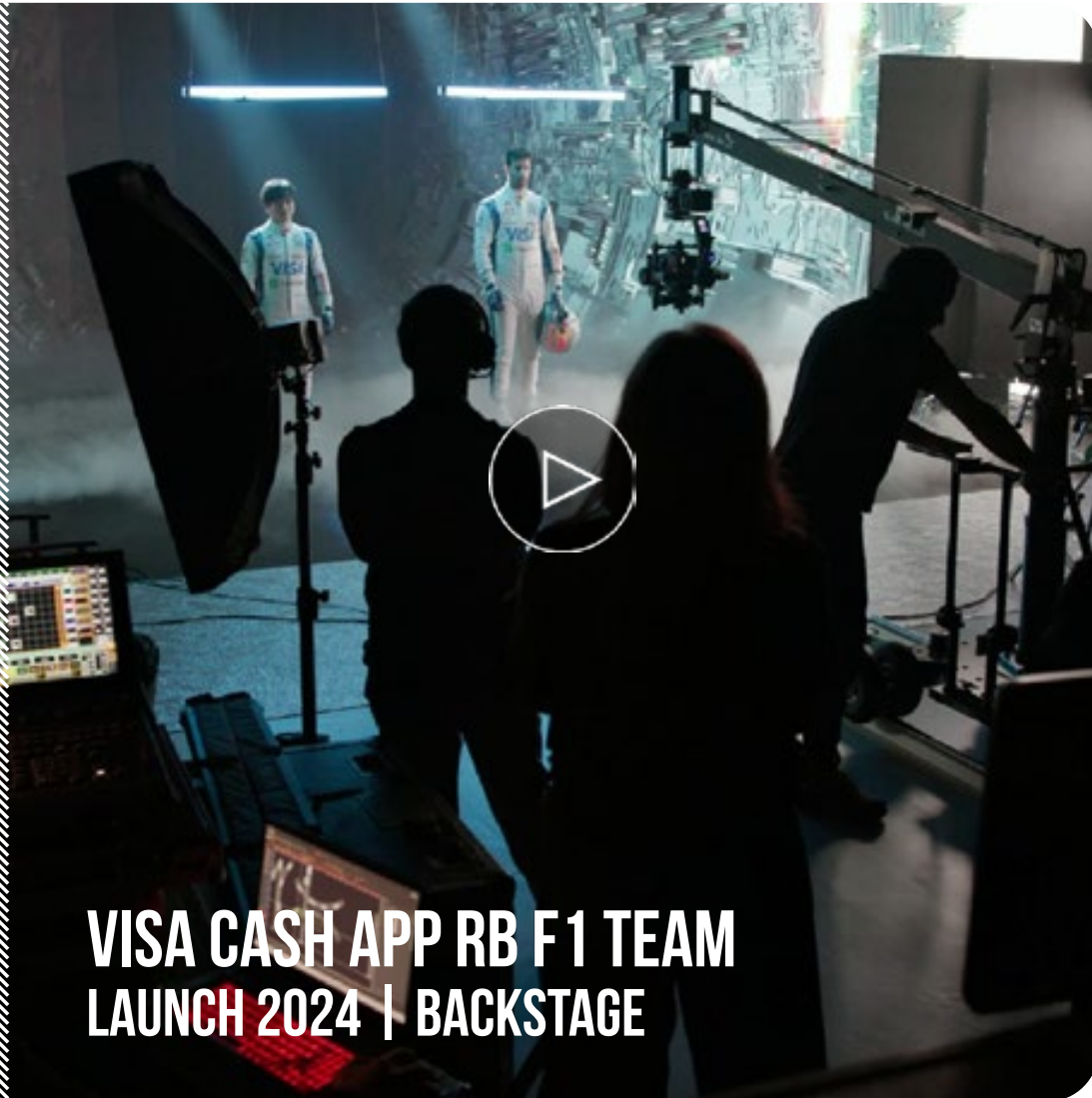
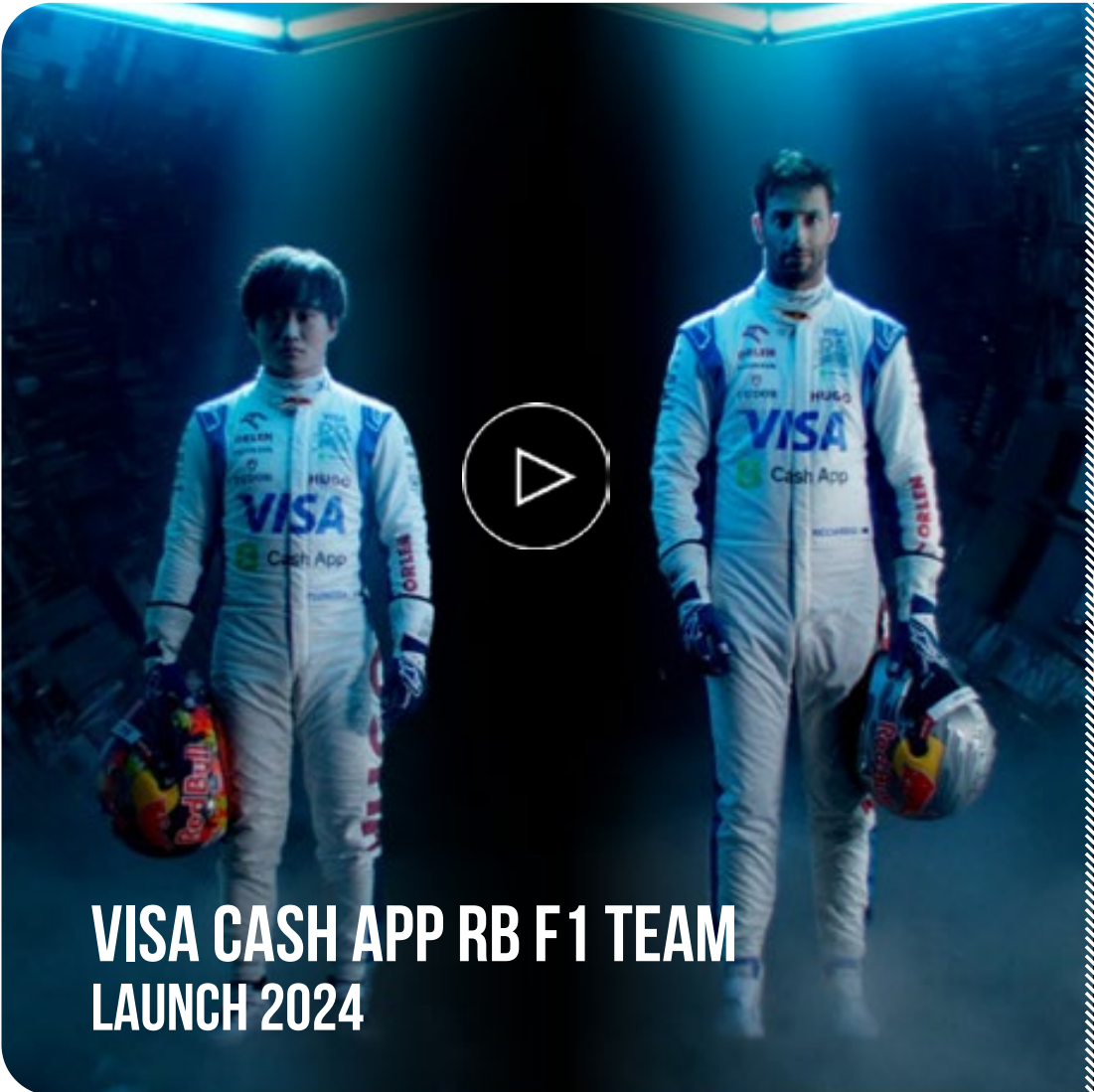
EXTERNAL DIRECTOR'S ROOM

PRE-SETTLED LIGHTING

CHANGING - MAKEUP ROOM

CLIENT AREA

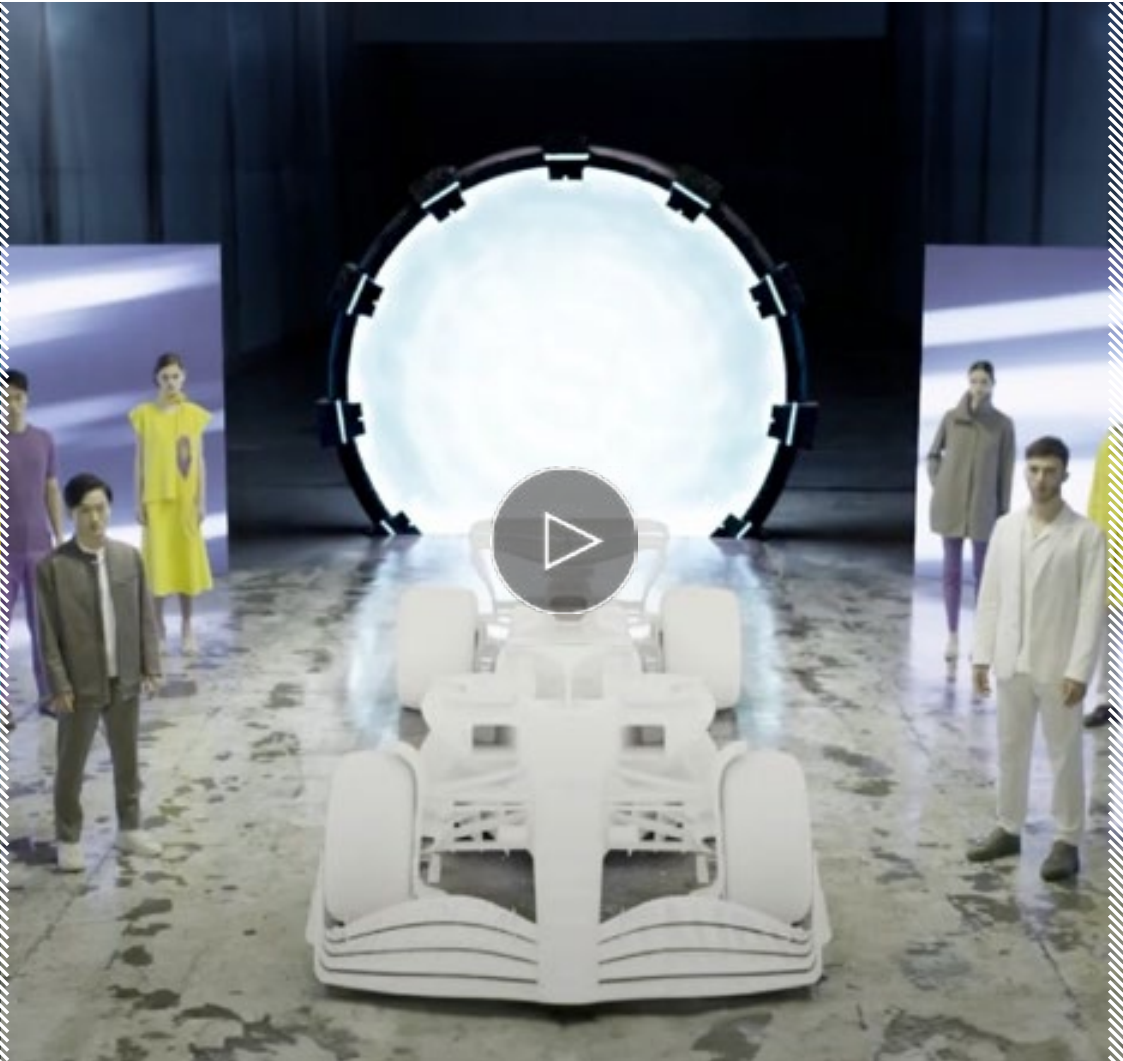
CASE STUDY **VIRTUAL SET**



CASE STUDY **VIRTUAL SET**

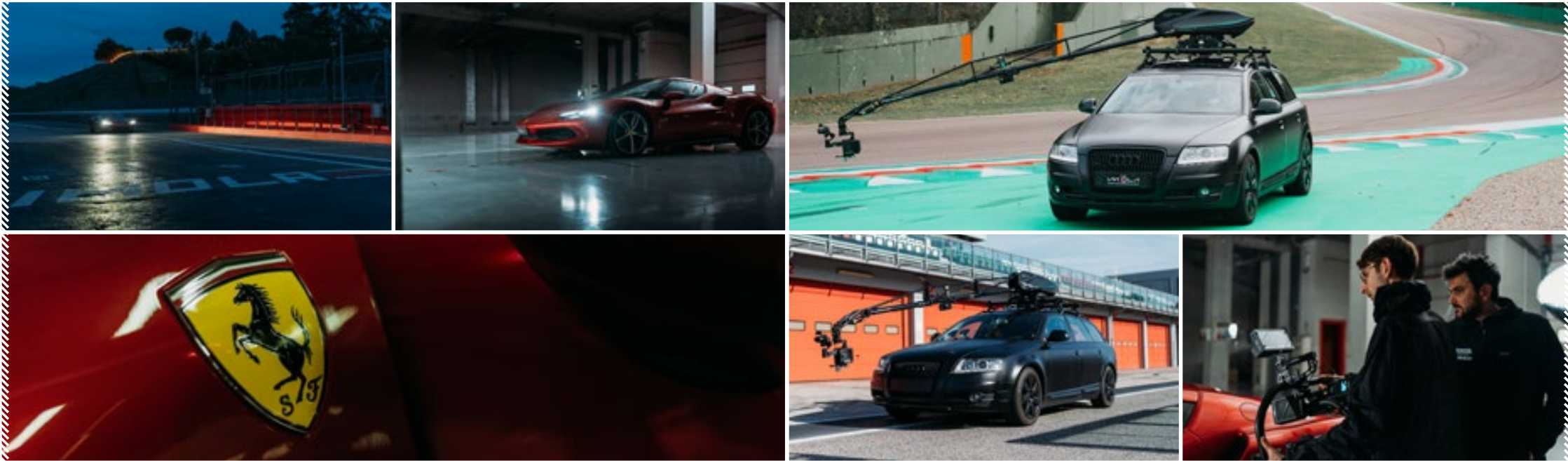


SCUDERIA ALPHATAURI
LAUNCH 2022



SCUDERIA ALPHATAURI
LAUNCH 2022 | BACKSTAGE

RACE TRACK AUTODROMO ENZO E DINO FERRARI



**DIGITAL
LIGHTHOUSE**

SINCE 1953
IMOLA
AUTODROMO INTERNAZIONALE ENZO E DINO FERRARI

Digital Lighthouse is a **Media Partner of the Autodromo Internazionale di Imola**, in the Motor Valley of Italy: an iconic racetrack equipped with top-level facilities.

This partnership allows us to use the circuit as a natural set for all kinds of photo and filming activities (both motorcycles and cars), under very favorable conditions and with exclusive use of all areas of the racetrack: from the track to the pits, from the paddock to the grandstands.

The use of a russian arm and drones on the track allows us to create racing footage with high visual impact.

OFF-ROAD TRACK 04 PARK MONTE CORALLI



**DIGITAL
LIGHTHOUSE**



Digital Lighthouse is a **Media Partner of the 04 Park Monte Coralli in Faenza**, in the Motor Valley of Italy, a brand-new, state-of-the-art dirt park.

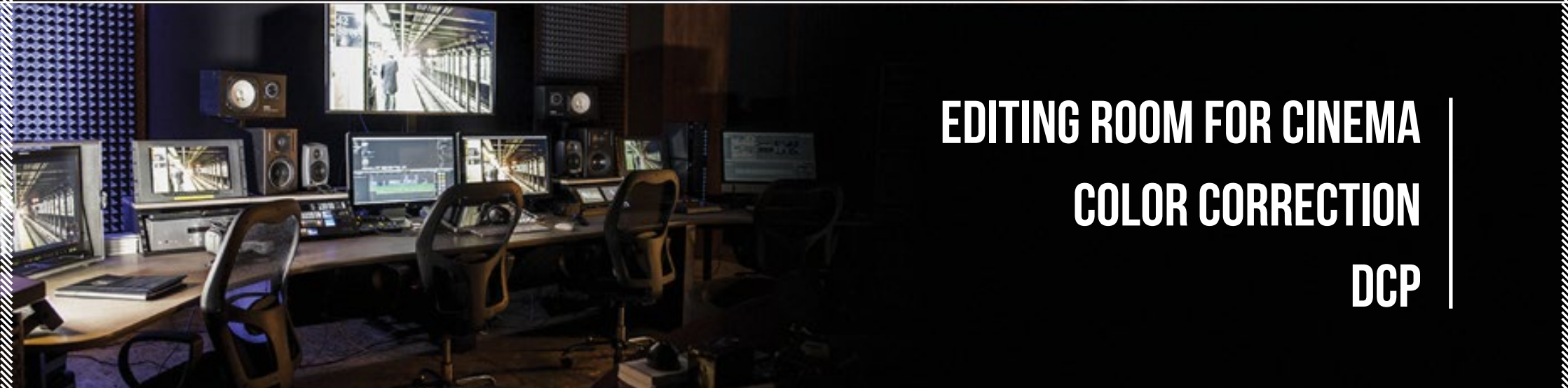
Thanks to our collaboration with MotoGP legend Andrea Dovizioso, who now manages the 04 Park, we have the opportunity to use this facility under very favorable conditions for all kinds of photo and filming activities, with exclusive access to the motocross and minicross tracks, the MTB and pump track, and the enduro area.

The use of dedicated cameras and drones, even along the course, allows us to create racing footage with high visual impact.

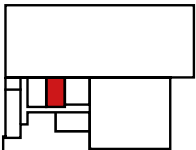


4. DEPARTMENTS

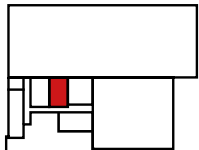
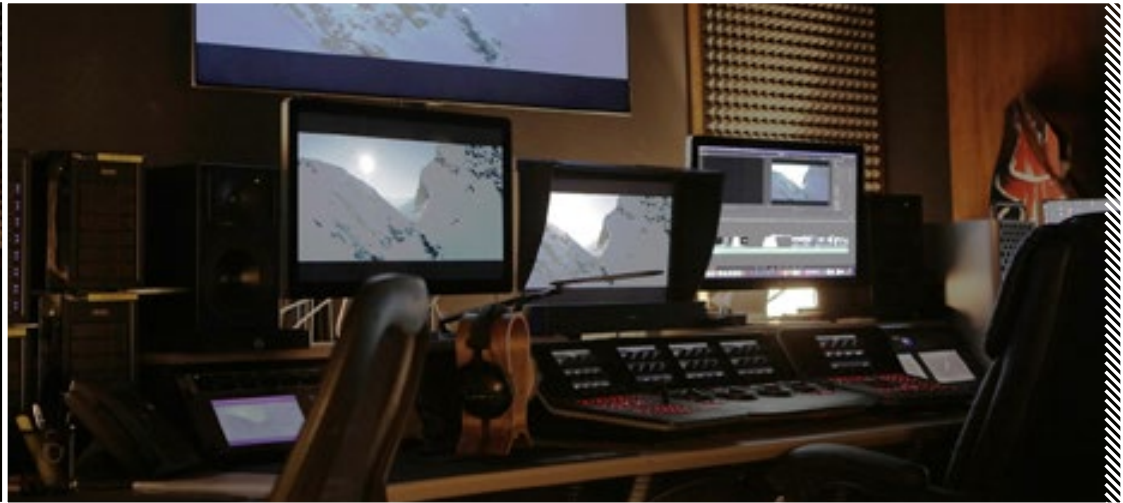
DIGITAL LIGHTHOUSE STUDIOS **POST PRODUCTION** LAB1



EDITING ROOM FOR CINEMA
COLOR CORRECTION
DCP



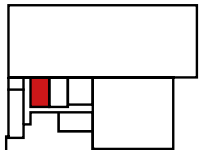
DIGITAL LIGHTHOUSE STUDIOS POST PRODUCTION LAB1



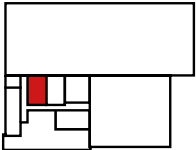
DIGITAL LIGHTHOUSE STUDIOS **POST PRODUCTION** LAB2



**DAILY PREVIEW
EDITING ROOM FOR TV**



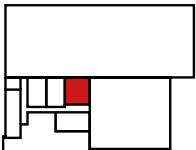
DIGITAL LIGHTHOUSE STUDIOS **POST PRODUCTION** LAB2



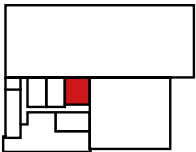
DIGITAL LIGHTHOUSE STUDIOS **AUDIO** LAB3



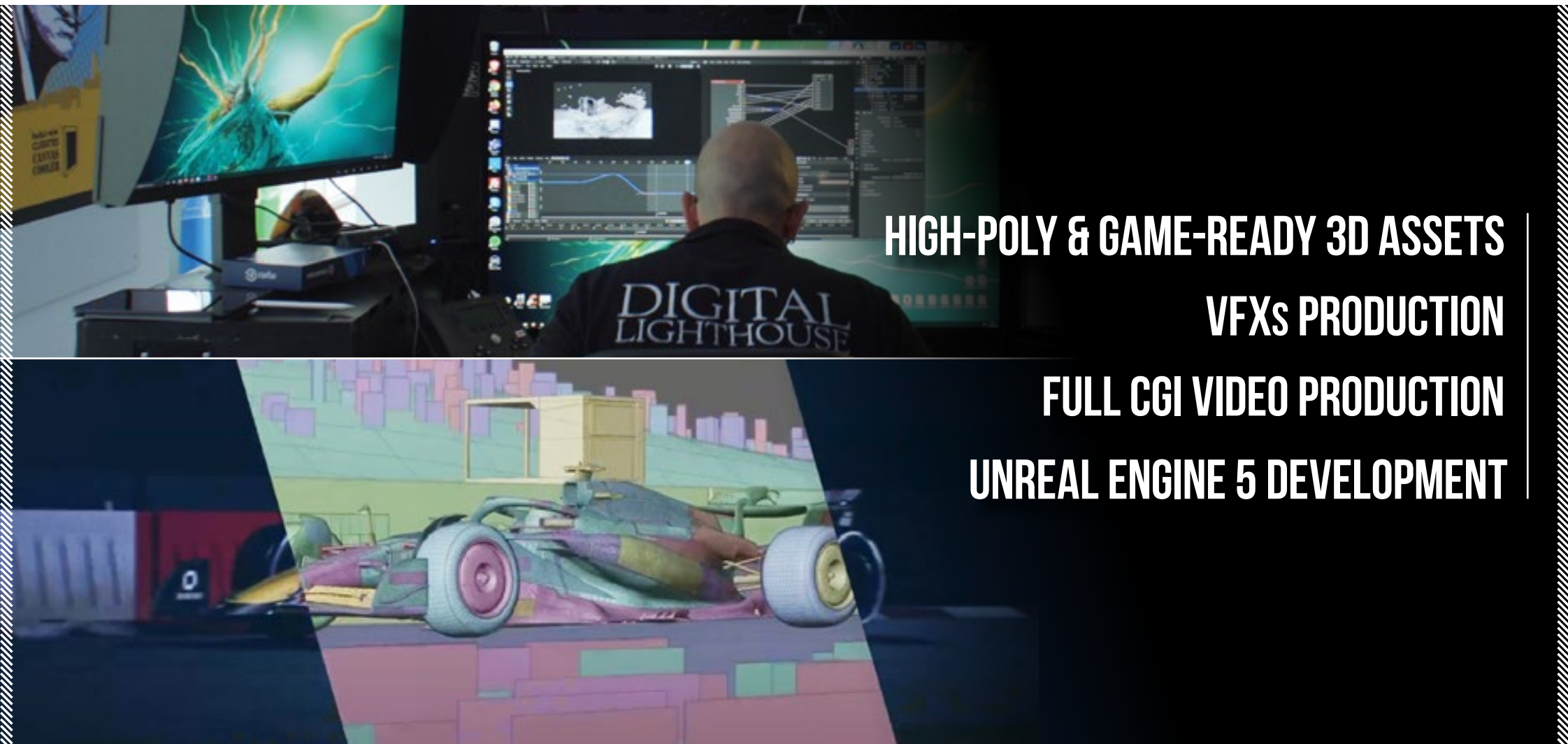
**MIX ROOM 5.1
CONTROL ROOM
RECORDING STUDIO**



DIGITAL LIGHTHOUSE STUDIOS **AUDIO** LAB3



DIGITAL LIGHTHOUSE STUDIOS CGI - VFX - 3D LAB

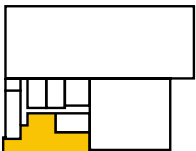


HIGH-POLY & GAME-READY 3D ASSETS

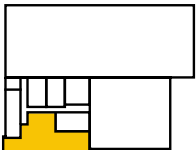
VFXs PRODUCTION

FULL CGI VIDEO PRODUCTION

UNREAL ENGINE 5 DEVELOPMENT



DIGITAL LIGHTHOUSE STUDIOS CGI - VFX - 3D LAB





5. FILMWORK / MAIN UNIT

FILM WORK / MAIN UNIT



Founded in 2015 , Digital Lighthouse is a **full-service entertainment and production company specialised in creating unforgettable brand films, TV shows, digital content, and commercials.**

With a strong focus on automotive productions and a track record of award-winning work in Formula 1 and motorsport, Digital Lighthouse serves as the official Film Production Partner for Red Bull F1, producing audiovisual content for its F1 teams and their sponsors around the globe.

Digital Lighthouse has assembled a talented team of Directors of Photography, specialised artists, and technicians to deliver the highest level of performance and a solid foundation for creative filmmaking in the automotive sector.



Our filming team is equipped with the latest technology and is always ready to tackle productions of any size, relishing the challenge and capable of capturing incredible moments.

With venues in Italy and Canada, Digital Lighthouse boasts 4,000 square meters of studios and Film and TV theaters, all outfitted with cutting-edge filming technologies, including virtual sets, audio and video post-production, digital visual effects, and 3D productions, including motion capture for cinema.

FILM MAIN UNIT



Situated in the heart of the Italian Motor Valley, our headquarters in Faenza features a specialised technical structure dedicated to automotive audiovisual production.

Our partnership with the Imola International Circuit and the Monte Coralli off-road park (04 Park) enhances our in-house services, providing access to technically equipped locations for filming on asphalt, dirt roads, and off-road terrains.



Digital Lighthouse has produced content distributed worldwide for major brands, including:

Lamborghini, Ferrari, Alfa Romeo, Audi Group, Stellantis, Red Bull, RB F1 Team, Suzuki, Honda, Visa, Giorgio Armani Group, SKY, Enel, Tim, Hugo, Samsung, Nintendo, Blizzard, Huawei, Xiaomi, Total, Fastweb, CashApp, Unieuro, Scuderia AlphaTauri, Scuderia Toro Rosso, Hitachi, Ansaldo, Bolton Group, Panasonic, Leica, Swatch, and many others.



6. FILM WORK / DIGITAL UNIT

FILM WORK / DIGITAL UNIT



Digital Lighthouse present their **Digital Film Unit, a production unit dedicated to creating automotive content with sustainable budgets, specifically designed for digital distribution.**

This new production unit, led by the artistic direction of Luca Curto, features a roster of emerging directors and DOPs who have gained highlevel experience in automotive content and film production.

The Digital Film Unit has been established to meet the growing demand for “driving/people” content with high-quality standards and strong visual impact while ensuring an agile production process that meets all artistic and production needs of the modern digital market and platforms, like social media networks. The filming crew of our Digital Film Unit also operates with compact Russian Arms and, thanks to its flexible production setup, adapts seamlessly to various types of filming and projects.

This unit's technical and creative approach ensures great efficiency and an outstanding balance between cost control and high production standards.

The team leverages the extensive experience of our main units and the wide range of in-house cinema-grade equipment, allowing for a perfect blend of technical and creative solutions tailored to specific budget and project needs.

The involvement of emerging DOPs and a carefully selected crew, chosen for their dedication and expertise, guarantees that the aesthetic and quality standards of large-scale productions are also reflected in digital distribution campaigns.

The Digital Film Unit can support brands of various sizes by providing end-to-end solutions, from creative development to technical execution and post-production.

Additionally, it benefits from the state-of-the-art Digital Lighthouse Studios, featuring over 4,000 square meters of studio space and cutting-edge production facilities equipped for editing, color correction, motion graphics, 3D, and digital visual effects.



7. EQUIPMENT

EQUIPMENT



DIGITAL
LIGHTHOUSE CATALOGUE [↗](#)



CINEMA GEAR **RUSSIAN ARM MOTOCRANE**



CAMERA CRANE

AMOUNT

- 01 → RUSSIAN ARM MOTORCRANE FULL SET UP
- 01 → FLOWCINE TRANQUILIZER
- 01 → COMAND CONSOLLE PRO
- 01 → EXTENSION KIT
- 01 → ADVANCED STABILIZATION MODULE INS2
- 01 → HEAVY LIFT
- 01 → EXOFLOW DELTA PRO 3.600W
- 01 → NODO INERTIA WHEELS MAX 3-AXIS PRO
- 01 → PRODIGY AIR DEFLECTOR 01

CAMERAS & MONITORING

AMOUNT

- 01 → RED V-RAPTOR 8K
- 01 → ANGENIEUX EZ-1 15-40 MM T2 (FF 22-60 MM T3)
- 01 → ANGENIEUX EZ-1 30-90 MM T2 (FF 45-135 MM T3)
- 01 → MATTE BOX TILTA 3- STAGE 4X5.75 CARBON CLIP ON FULL KIT
- 01 → FULL KIT REMOTE FOLLOW FOCUS TERADEK
- 02 → MONITOR 4K ATOMOS SUMO
- 02 → TVLOGIC VFM 055"
- 02 → TVLOGIC VFM 056W 5'
- 02 → DJI TRANSMISSION COMBO
- 06 → HOLLYLAND INTERCOM
- 14 → BATTERIES DJI TB50
- 08 → T82 EXTREME WALKIE-TALKIES

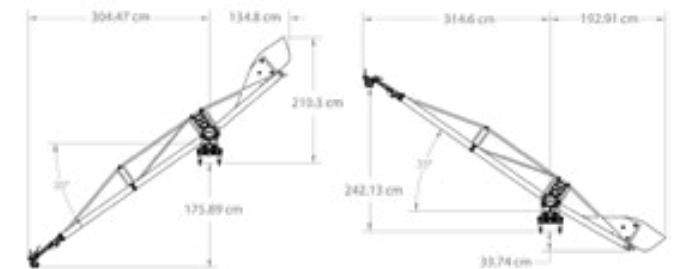
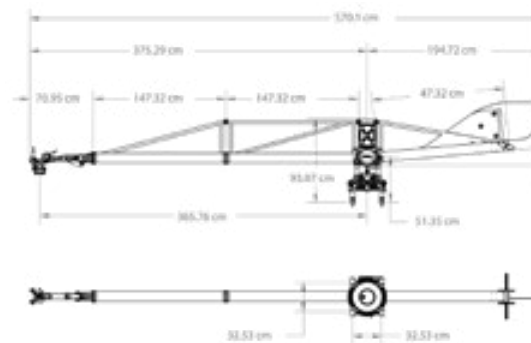


CINEMA GEAR RUSSIAN ARM MOTOCRANE



DATASHEET

- Load capacity : **16 - 20 Kg**
- Arm length Max : **3.66m**
- Optical centre height : **6M - 600 cm ca. / 4M - 320 cm ca.**
- PAN capacity : **Unlimited rotation**
- PAN speed : **360° / 6s**
- TILT capacity : **+/- 35°**
- TILT speed : **70° / 2s.**



TILTA

CINEMA GEAR **RUSSIAN ARM TILTA PRO KIT**



CAMERA CRANE

AMOUNT

- 01 → TILTA ARM MINI;
- 01 → FLOWCINE TRANQUILIZER;
- 01 → COMAND CONSOLLE PRO;
- 01 → EXTENSION KIT;
- 01 → EXOFLOW DELTA PRO 3.600W;
- 01 → NODO INERTIA WHEELS MAX 3-AXIS PRO;
- 01 → PRODIGY AIR DEFLECTOR 01.

CAMERAS & MONITORING

AMOUNT

- 01 → RED V-RAPTOR 8K
- 01 → ANGENIEUX EZ-1 15-40 MM T2 (FF 22-60 MM T3)
- 01 → ANGENIEUX EZ-1 30-90 MM T2 (FF 45-135 MM T3)
- 01 → MATTE BOX TILTA 3- STAGE 4X5.75 CARBON CLIP ON FULL KIT
- 01 → FULL KIT REMOTE FOLLOW FOCUS TERADEK
- 02 → MONITOR 4K ATOMOS SUMO
- 02 → TVLOGIC VFM 055"
- 02 → TVLOGIC VFM 056W 5'
- 02 → DJI TRANSMISSION COMBO
- 06 → HOLLYLAND INTERCOM
- 14 → BATTERIES DJI TB50
- 08 → T82 EXTREME WALKIE-TALKIES



8. ADV PROJECTS

COMMERCIAL



Our group produces **advertising commercials** for **traditional and digital media**, collaborating with international brands in the automotive, consumer goods, and fashion industries.

Our productions range goes from **studio shoots** to high-end commercials filmed in extreme **outdoor conditions**.

We create traditional **real footage** content, **hybrid productions blending CGI elements**, **virtual sets** with video projections, and **animated sequences**, all crafted with 100% in-house technology and expertise.



ALFA ROMEO INTENSA



ALFA ROMEO
GAMMA INTENSA



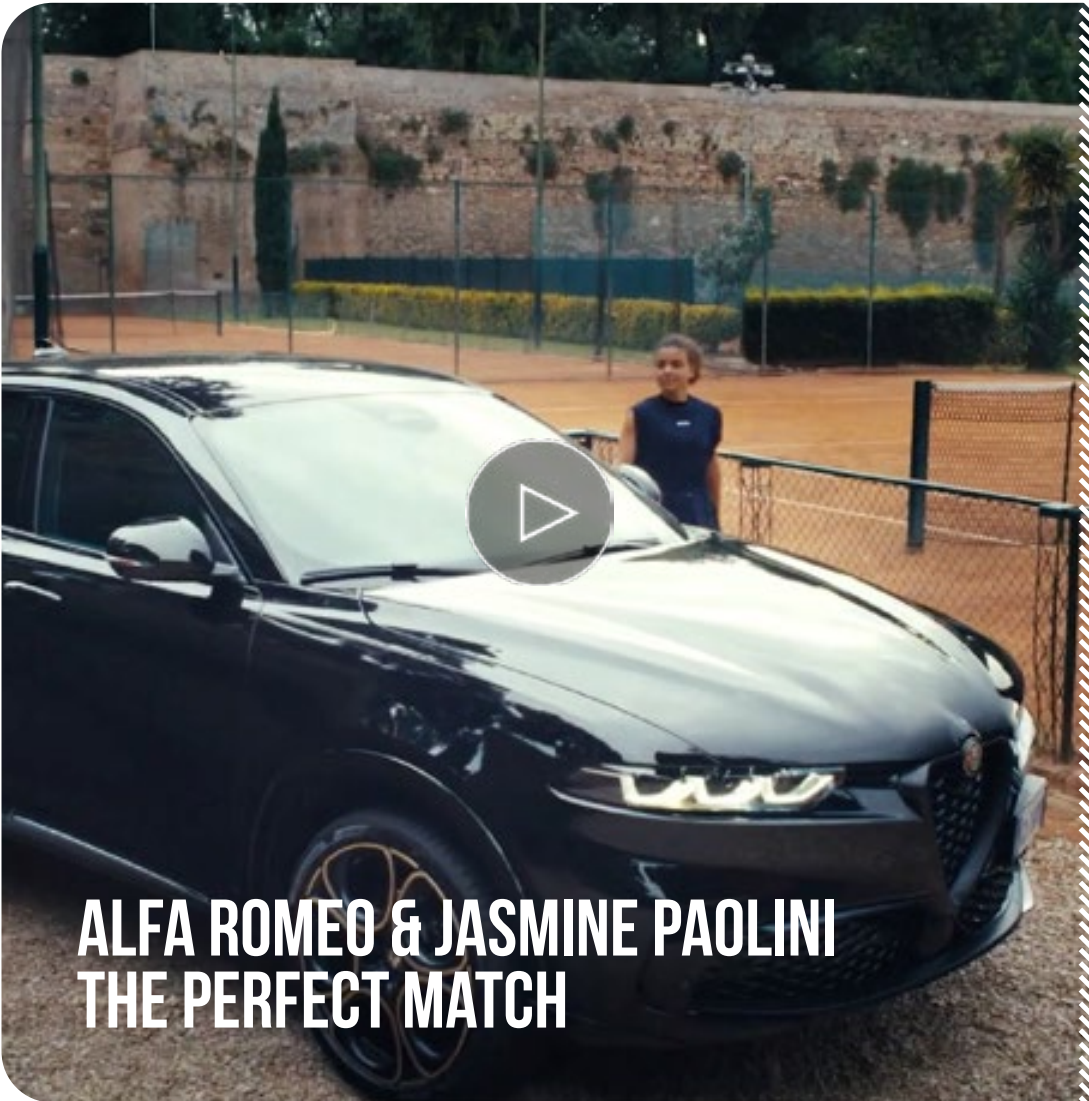


ALFA ROMEO INTENSA





ALFA ROMEO & JASMINE PAOLINI



ALFA ROMEO & JASMINE PAOLINI
THE PERFECT MATCH



FIAT

FIAT TOPOLINO





ALFA ROMEO ANNIVERSARY

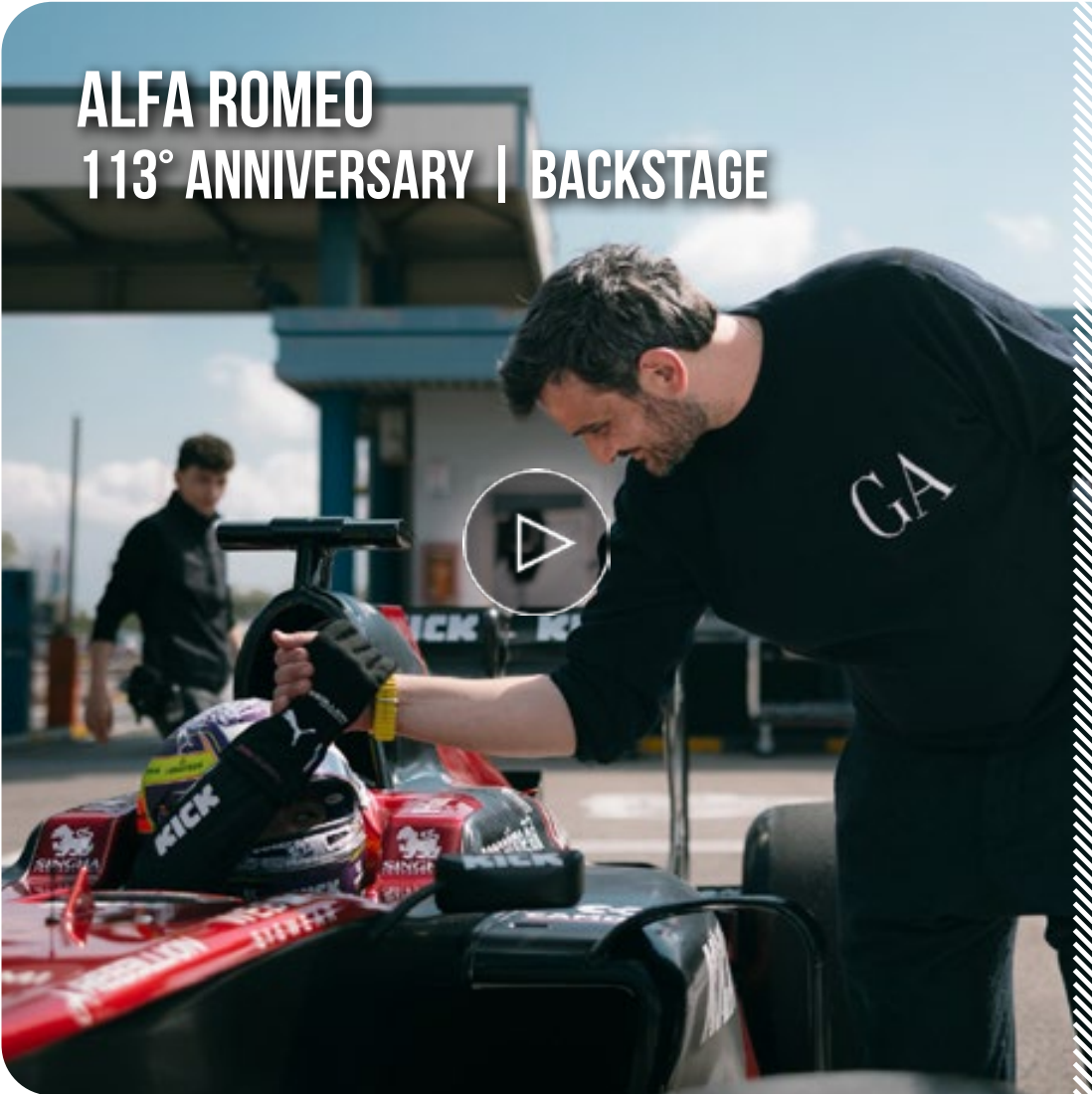
ALFA ROMEO 113° ANNIVERSARY





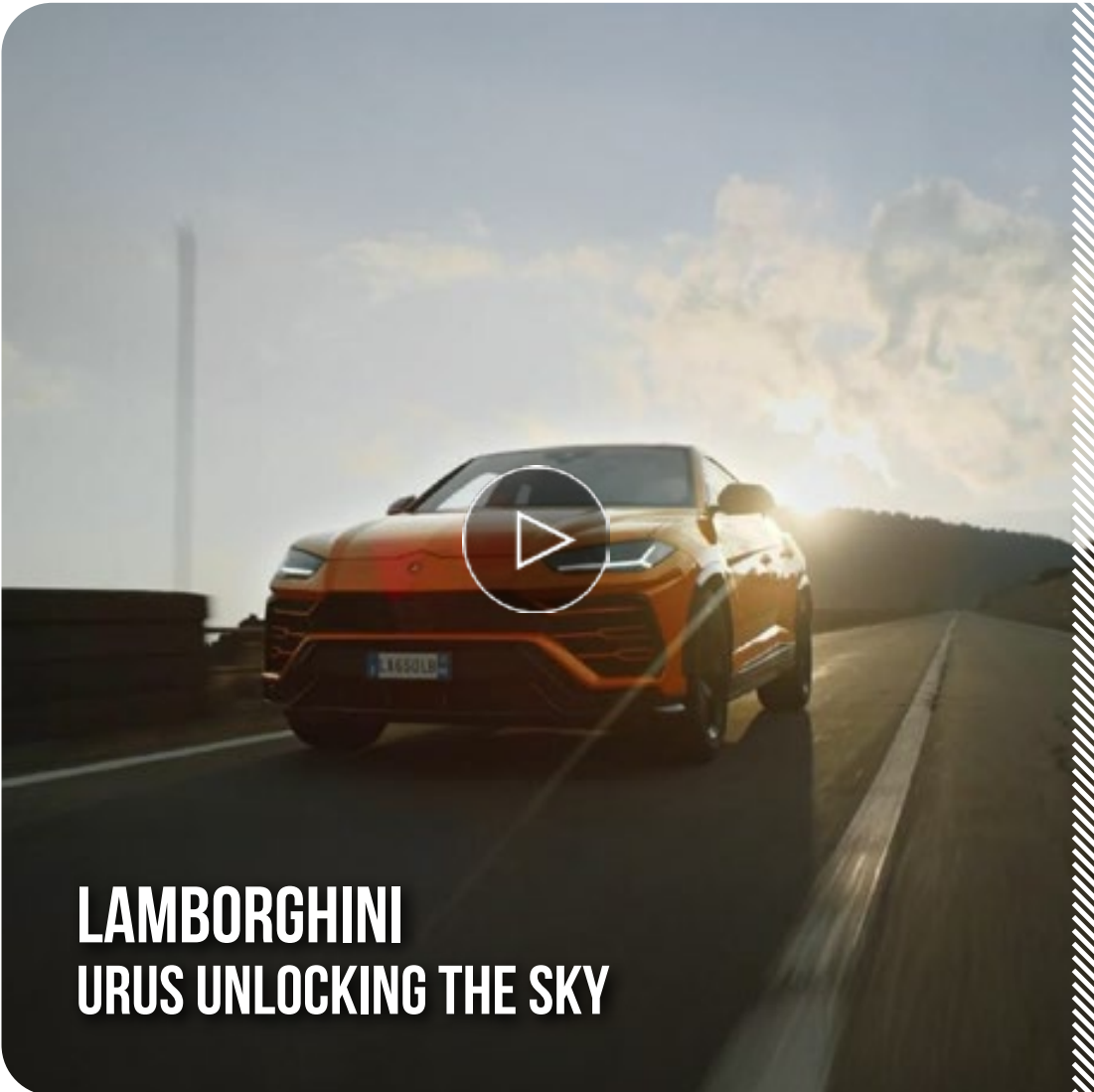
ALFA ROMEO ANNIVERSARY BACKSTAGE

ALFA ROMEO
113° ANNIVERSARY | BACKSTAGE



Lamborghini

LAMBORGHINI URUS

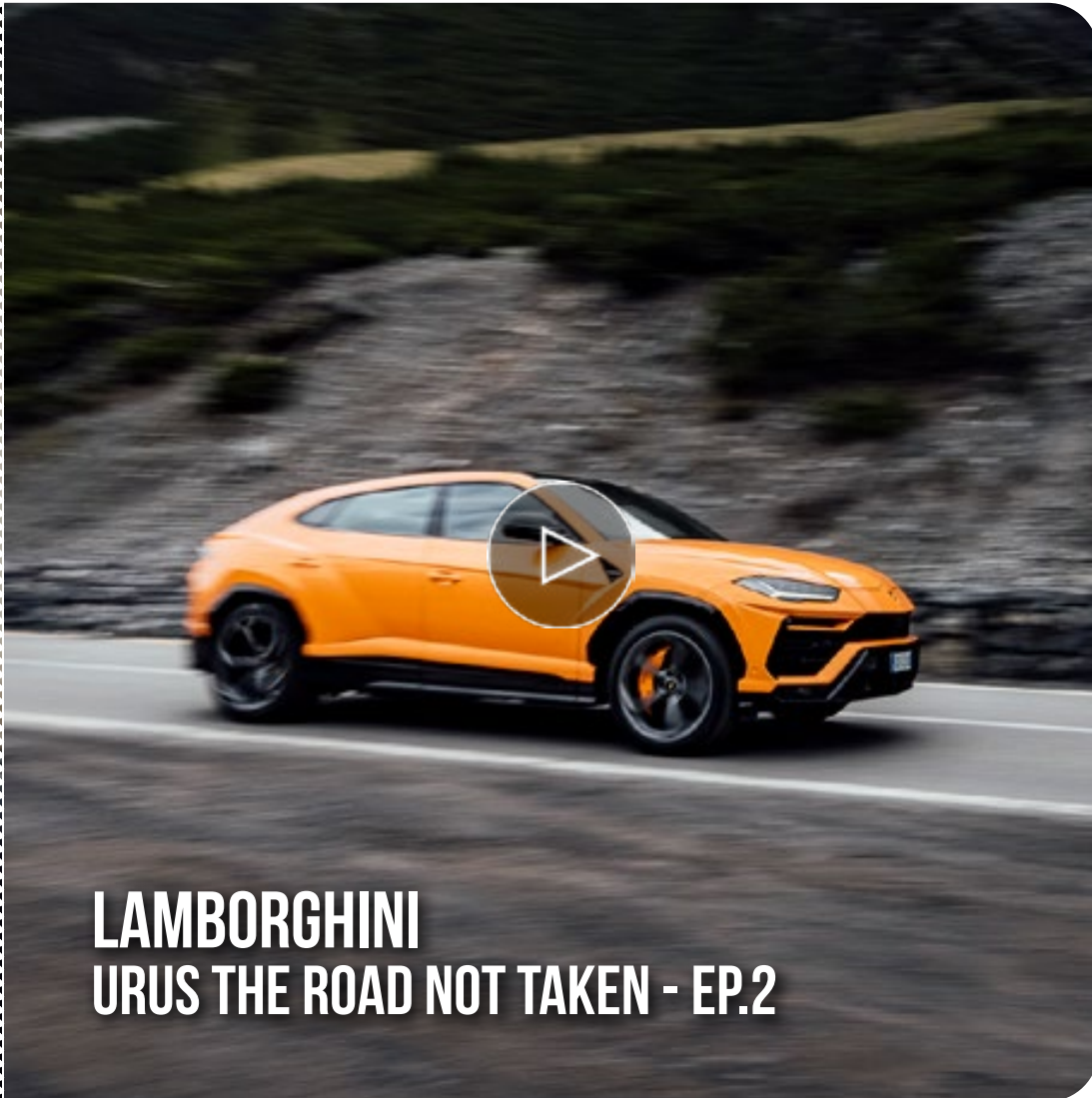
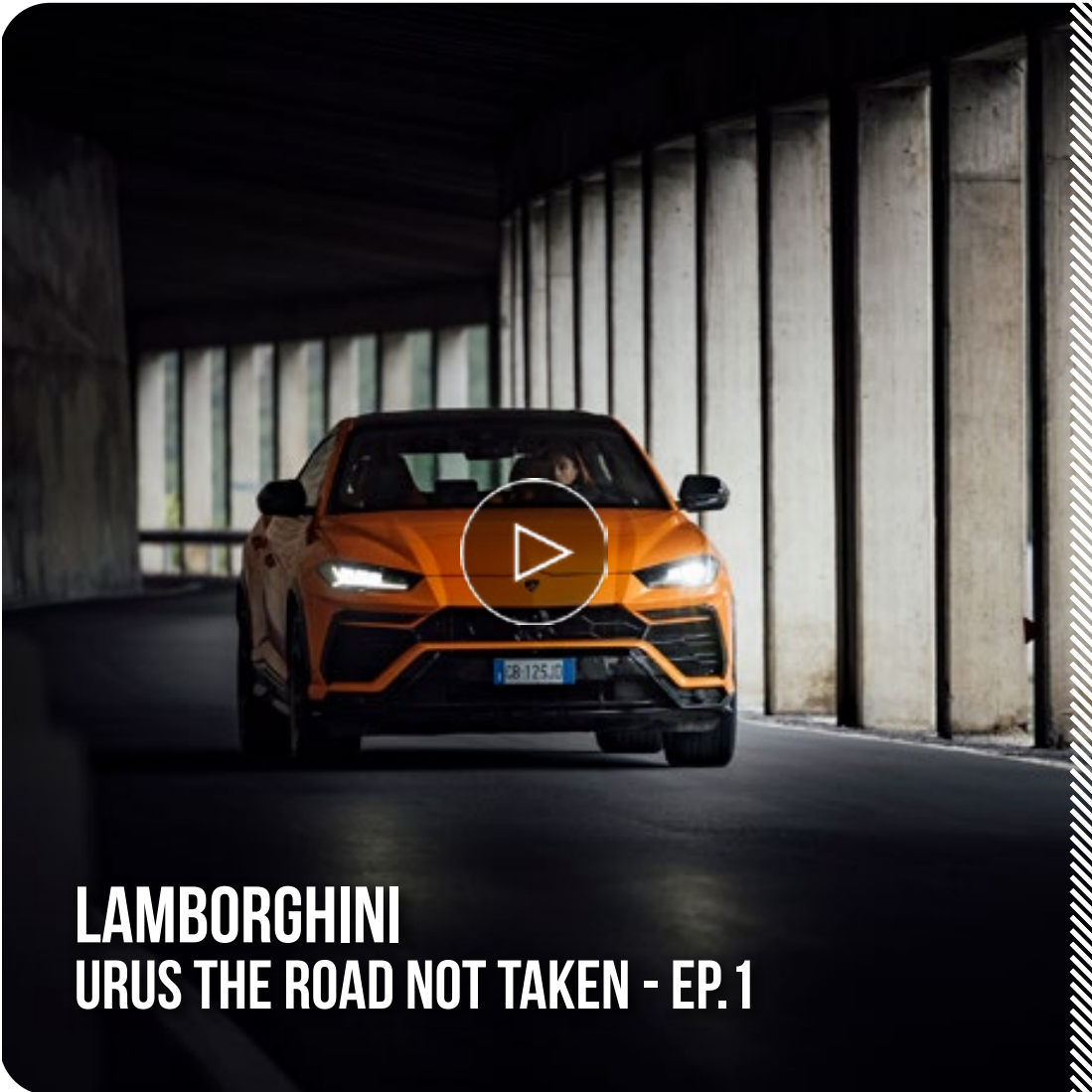


LAMBORGHINI
URUS UNLOCKING THE SKY

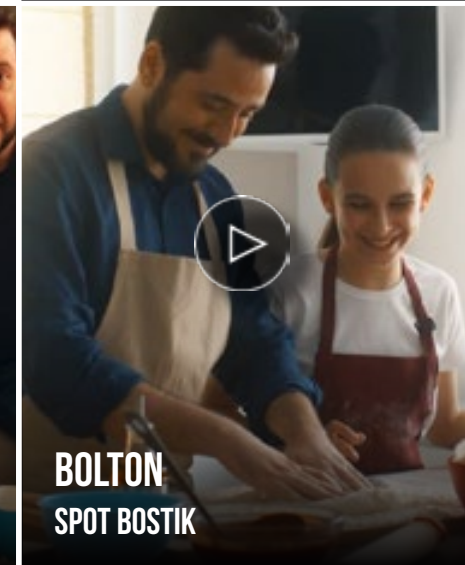
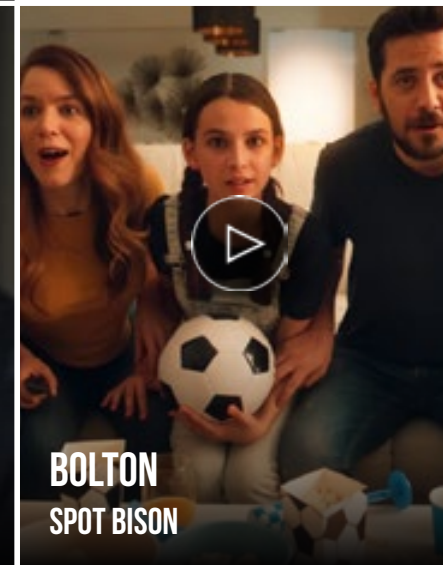
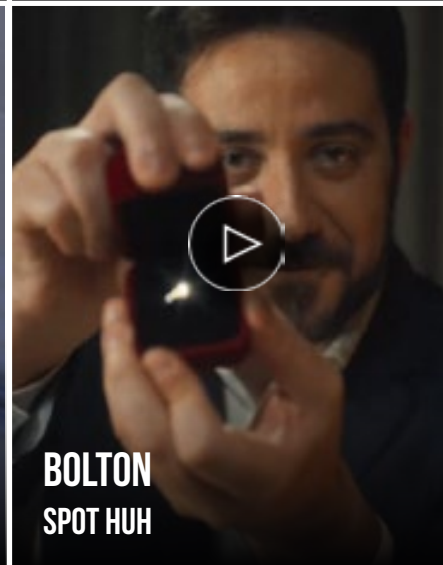
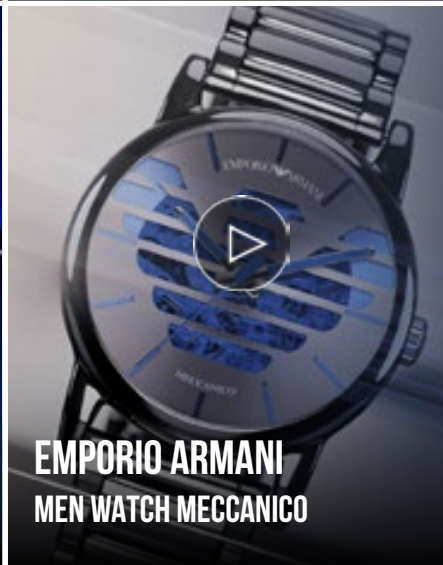
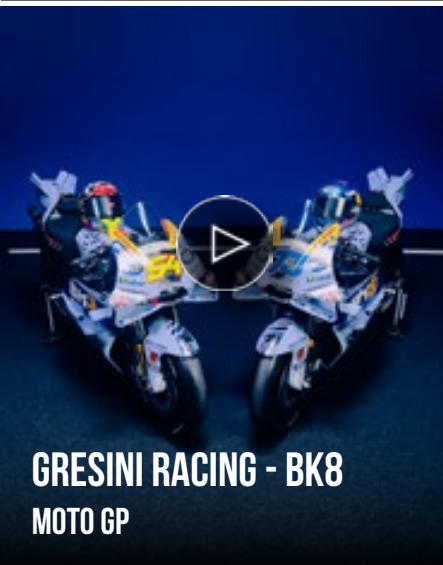
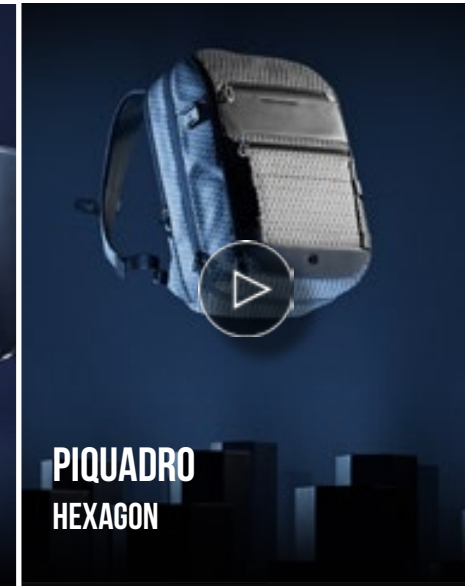
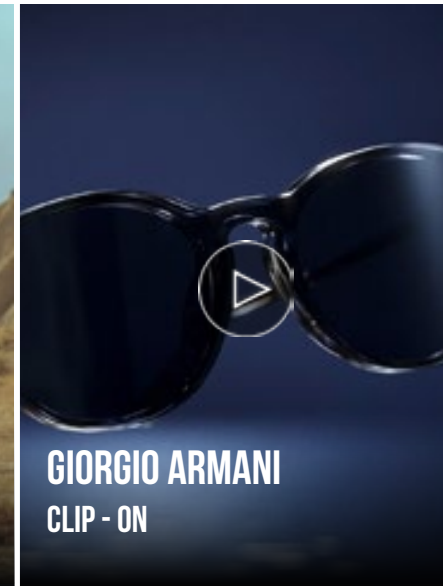
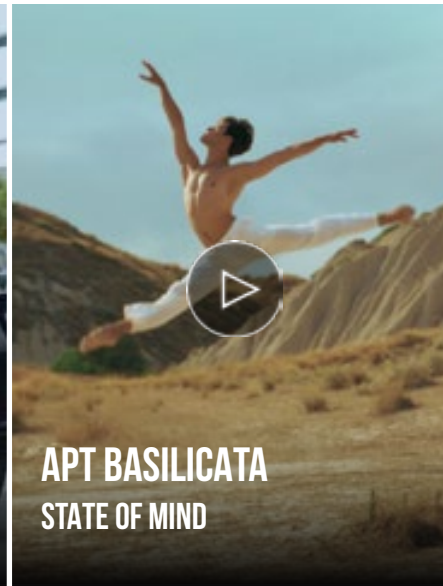
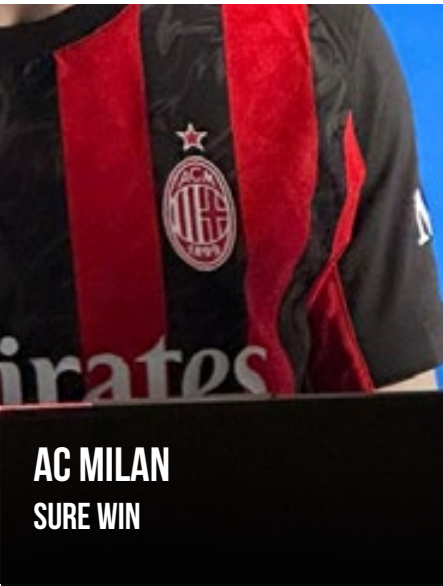


Lamborghini

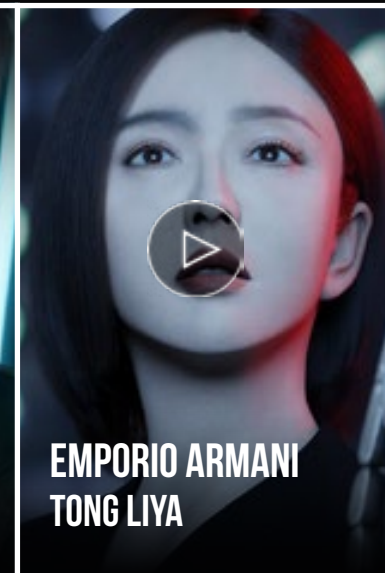
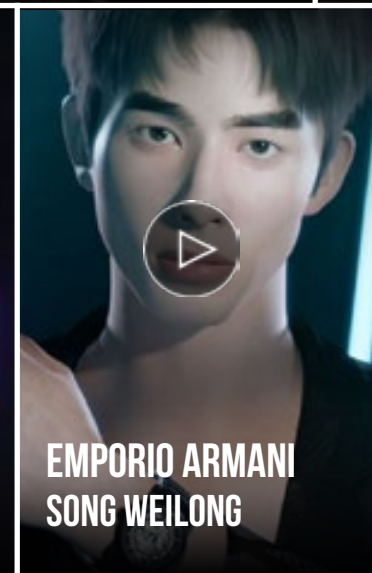
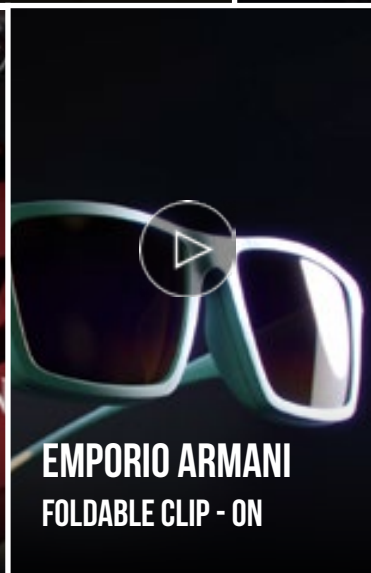
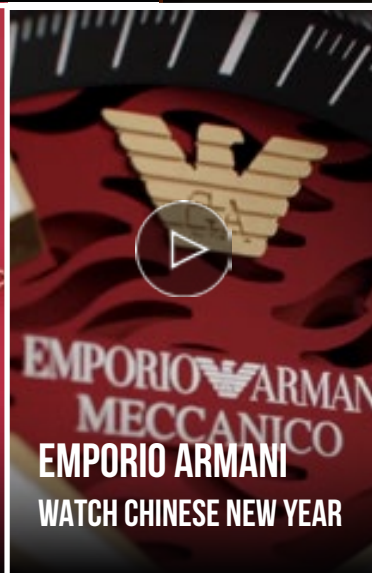
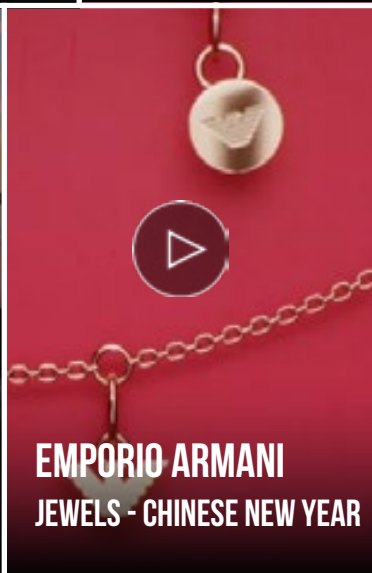
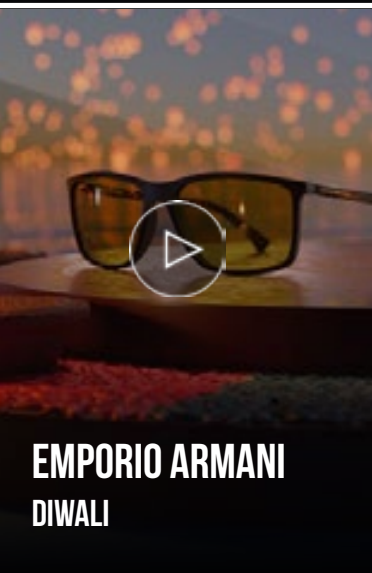
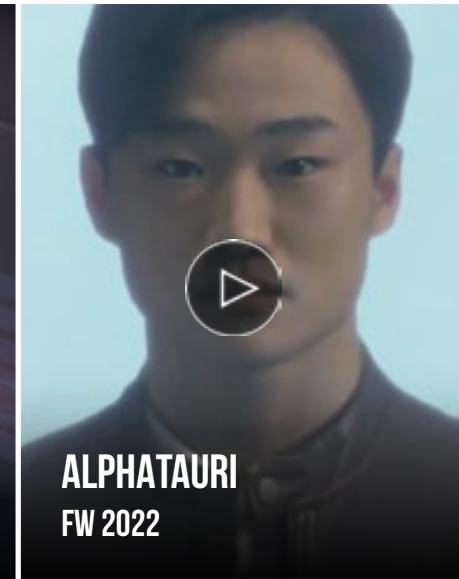
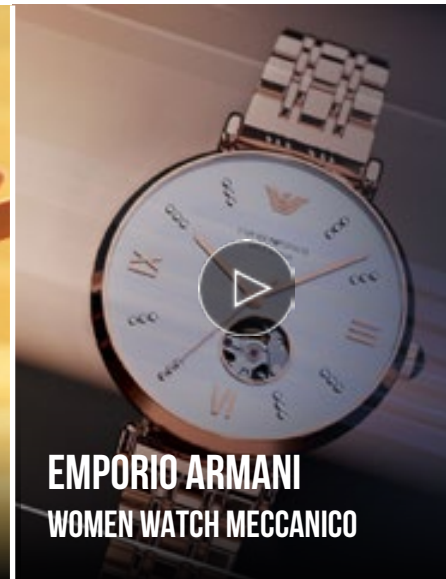
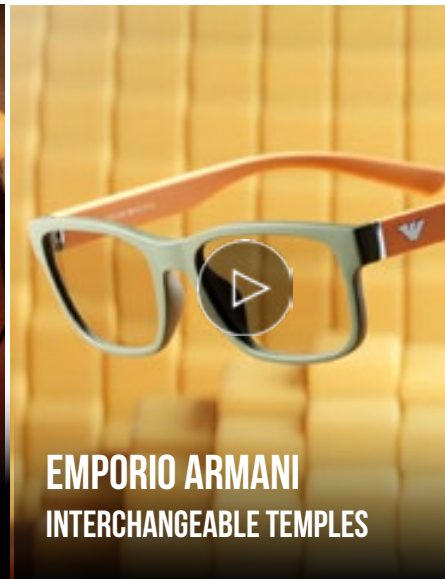
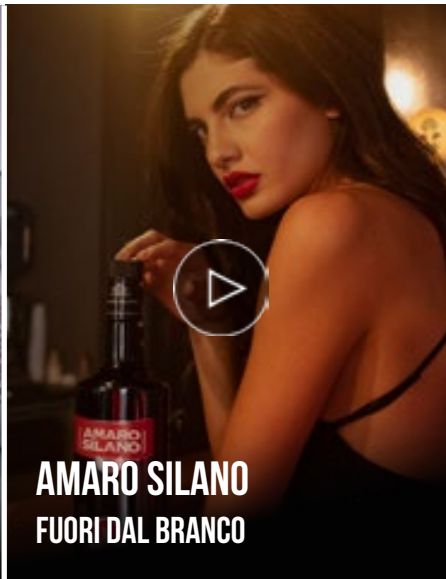
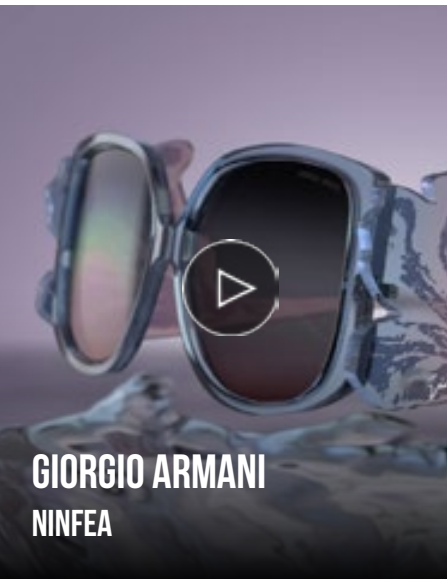
LAMBORGHINI URUS



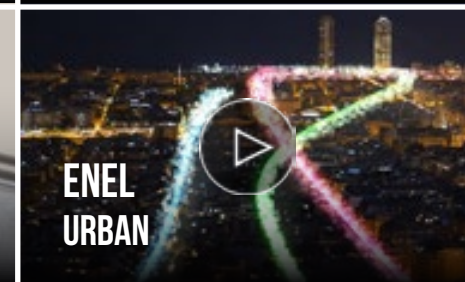
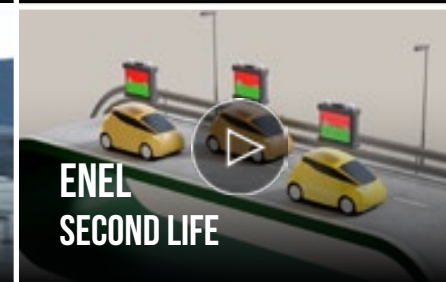
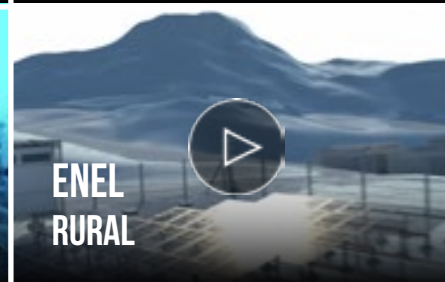
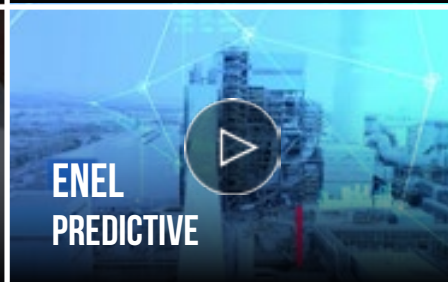
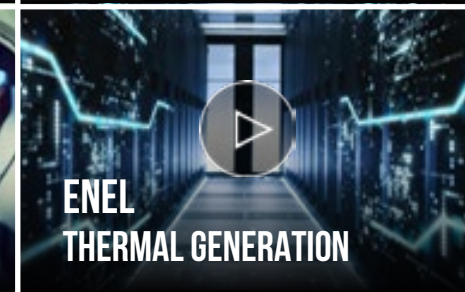
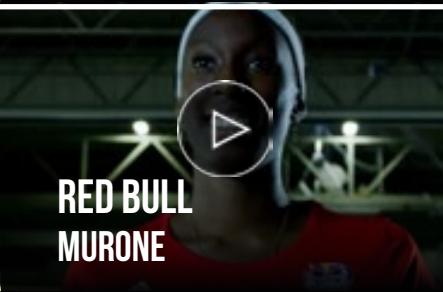
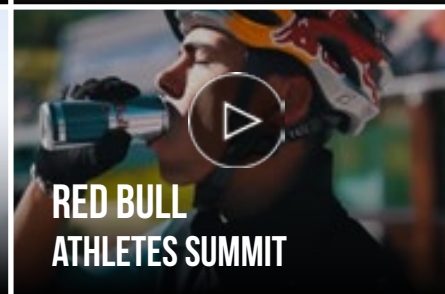
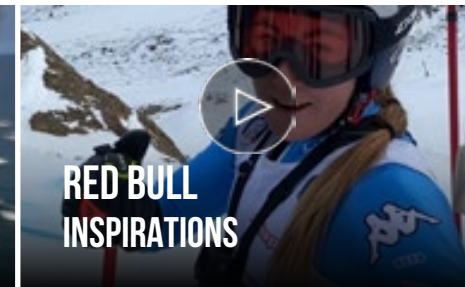
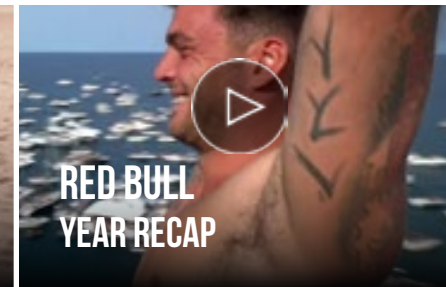
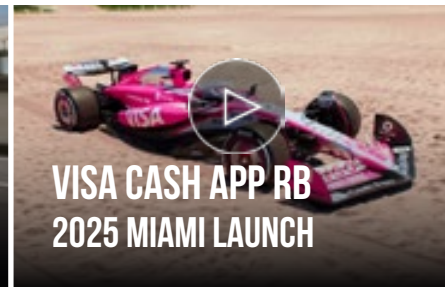
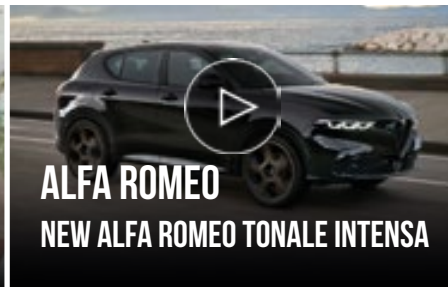
BRAND FILM & ADV



BRAND FILM & ADV



BRAND FILM & ADV





9. FILM & DOCUMENTARY

FILM DOCUMENTARY



MY WINTER HOME

BLIZZARD

TECNICA



SENTIERI DI FERRO



CLIMB TO FLY PATAGONIA



Red Bull.COM/ADVENTURE



WHATEVER IT TAKES

sky NOW skygo

sky sport

sky sports

sky documentaries



DOVI - LA SERIE

sky NOW skygo

sky sport

sky sport MotoGP

sky documentaries





10. FORMULA 1





FORMULA 1



We have a huge experience in video production for the automotive and motorsport industries.

We have played a key role in some of the most successful Formula 1 launches in recent years, producing video, still, and interactive content that has redefined standards in the world's most prestigious motorsport competition.

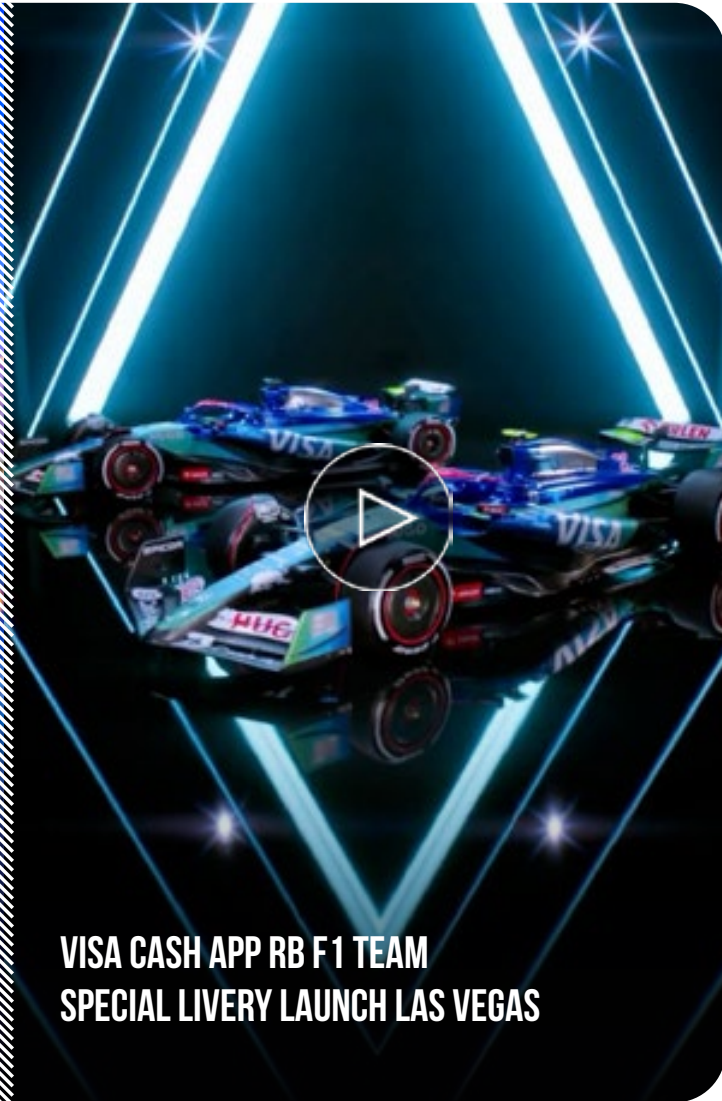
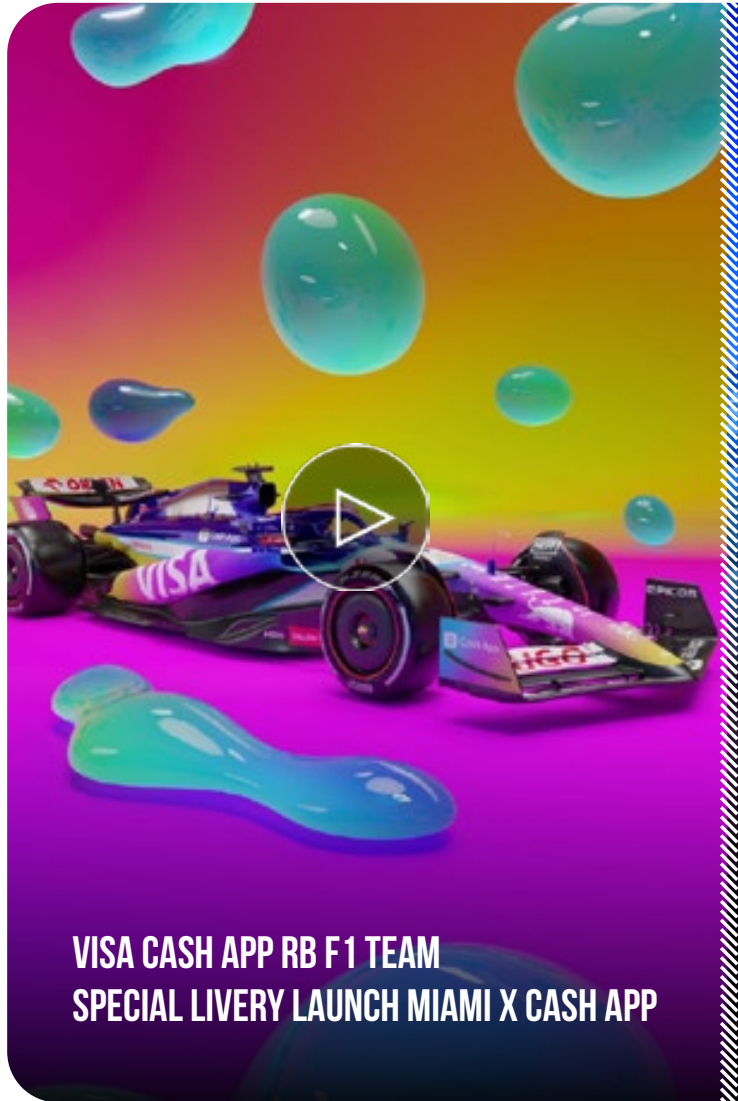
Our production techniques span from high-end cinematic filmmaking to hybrid workflows that seamlessly integrate CGI elements and virtual sets.



DIGITAL LIGHHOUSE F1 TEAM PRODUCTION PACK [↗](#)



CASE STUDY SPECIAL LIVERY LUNCH



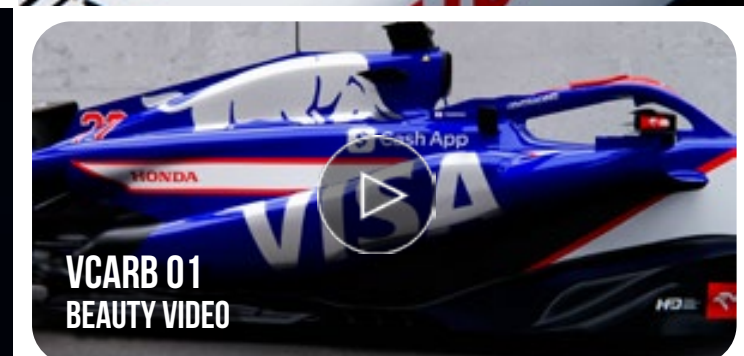
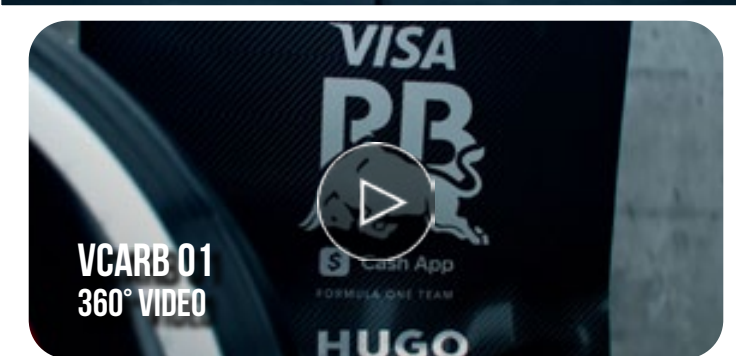
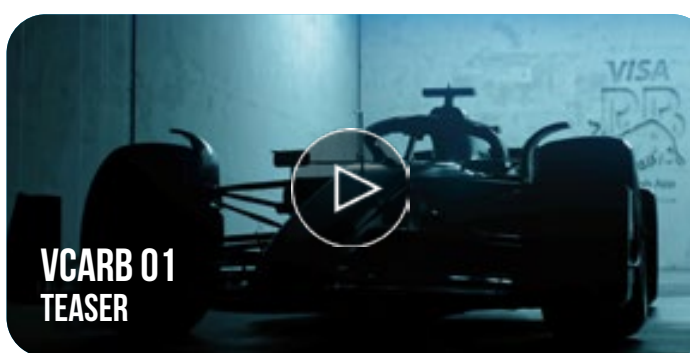
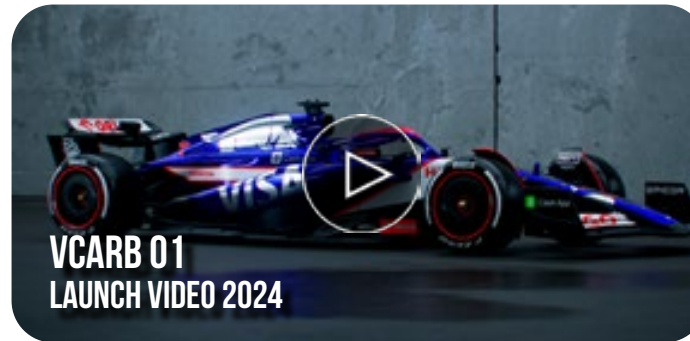


CASE STUDY **VCARB LAUNCH 2025**

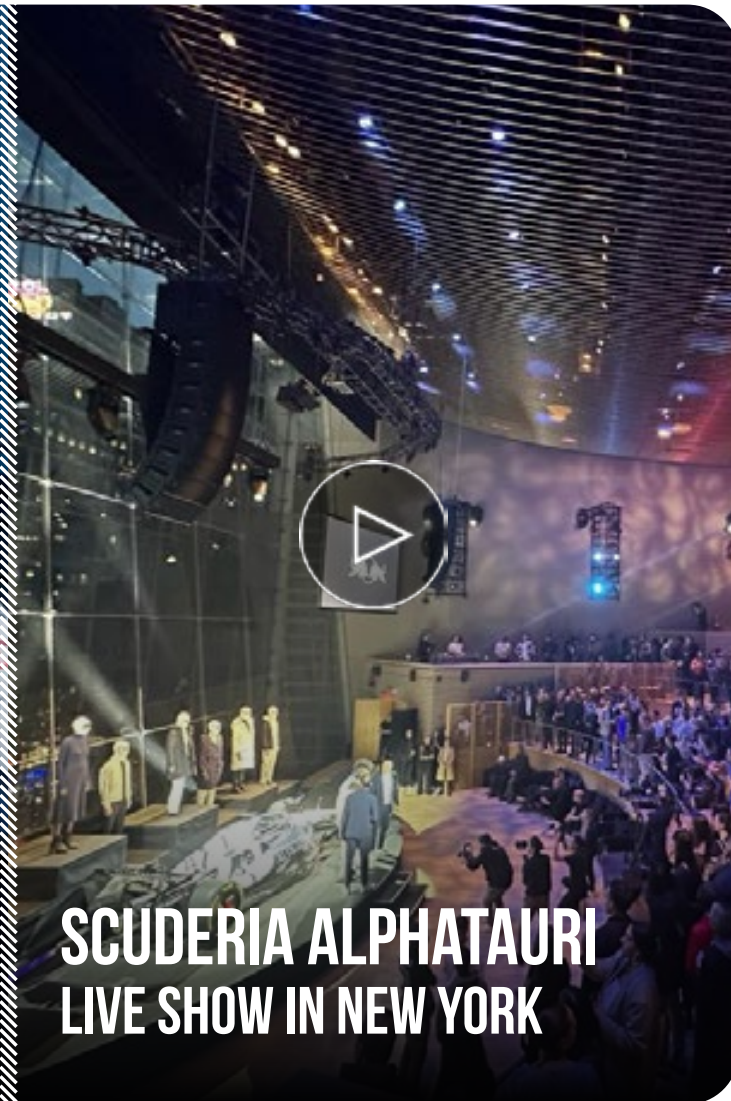
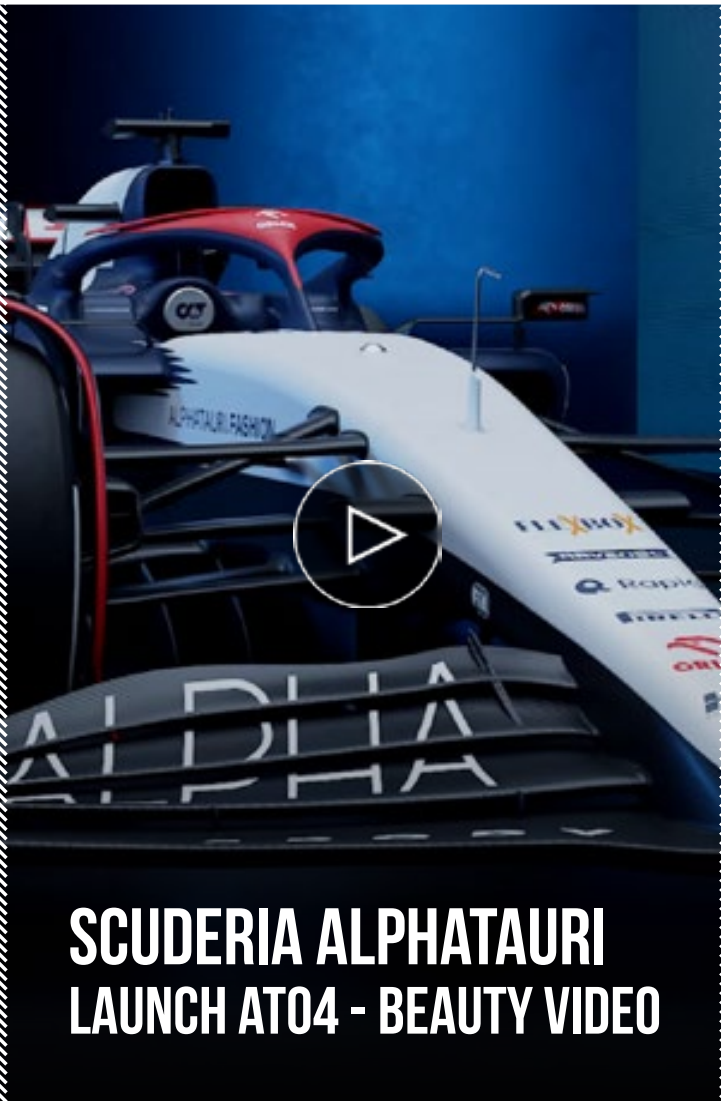
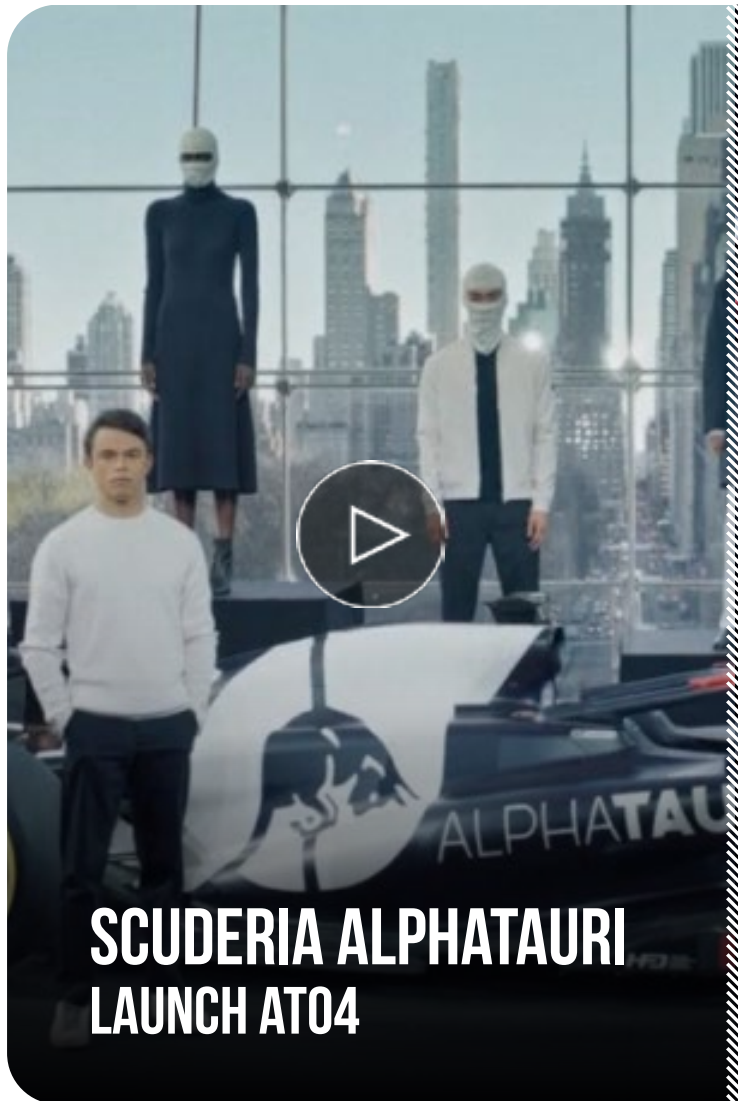




CASE STUDY VCARB LAUNCH 2024



CASE STUDY | LAUNCH VIDEO 2023 + LIVE SHOW IN NEW YORK



CASE STUDY **VCARB LAUNCH 2022**

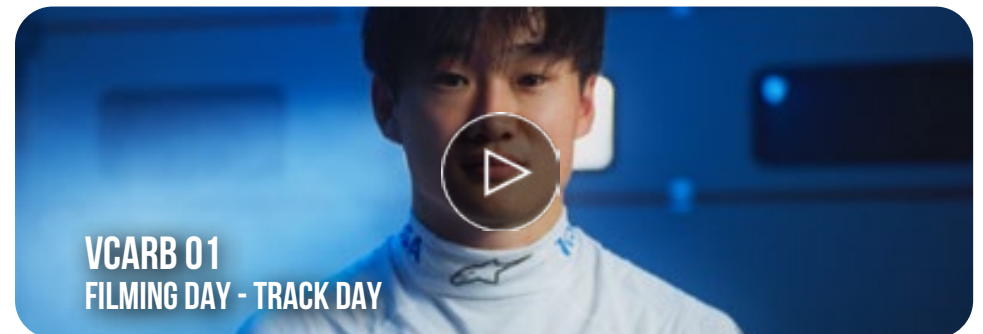


VCARB 01
LAUNCH VIDEO 2022

VCARB 01
TEASER 2022



FILMING DAY



For years, we have been producing Filming Days on track for Visa Cash App Racing Bulls, the Red Bull-owned Formula 1 team. The production crew consists of around 60 people who, on an exclusively rented racing circuit, capture action footage on track (with standing cameras, Russian Arm, drones or helicopters) in the garages, as well as interviews, beauty shots, and more.

The final output of a Filming Day includes the production and delivery of: edited video clips; b-roll (e.g., best of action, best of drone, best of Russian Arm, best of garage, best of sponsor X, super slow motion, Russian Arm shots, etc.); and still photos.

At the end, we can also manage the final uploading of all the produced assets to the client's media centres, making them available to the Team, Sponsors, and Media.

OUR 3D MODEL BENEFITS



3D STILLS PRODUCT AND ENVIRONMENT SHOTS



3D STILLS COMPOSITING ON PHOTO



LAUNCH VIDEO



SEASON DIGITAL PACK



FROM CGI TO REAL LIVERY



3D STILLS
PRODUCT AND
ENVIRONMENT
SHOTS

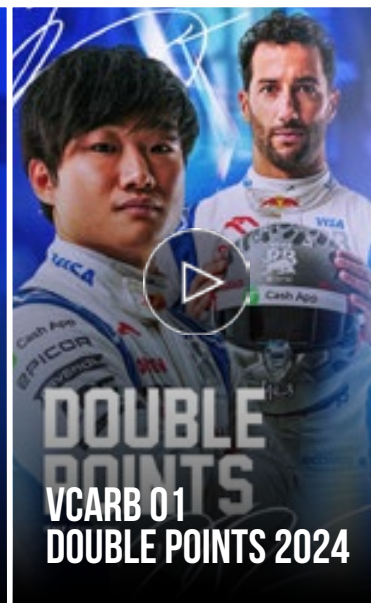
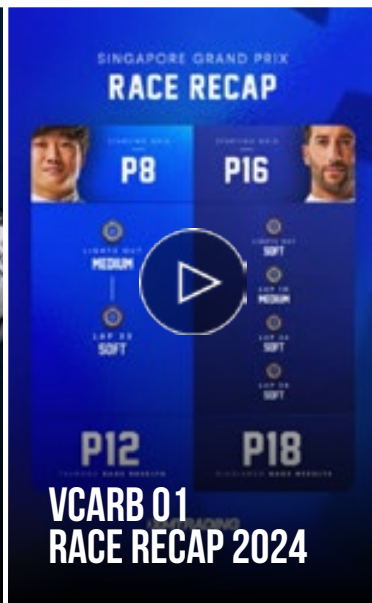
3D STILLS
COMPOSITING
ON PHOTO

LAUNCH VIDEO

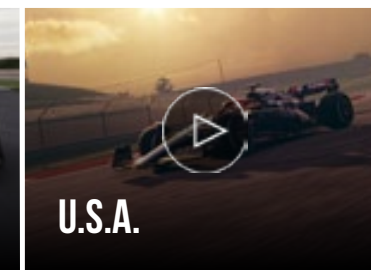
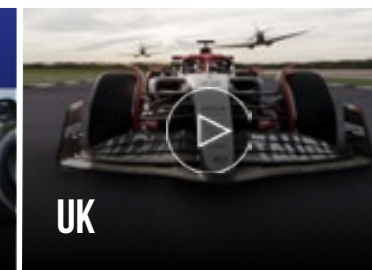
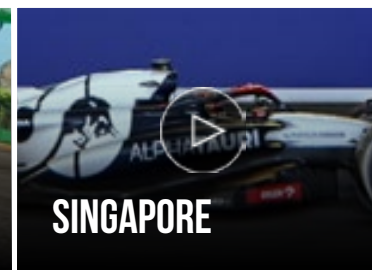
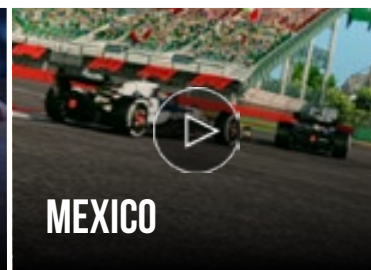
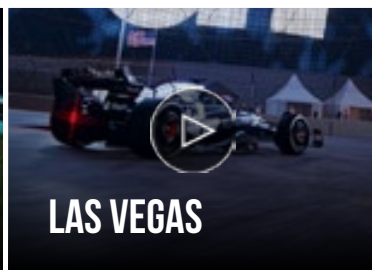
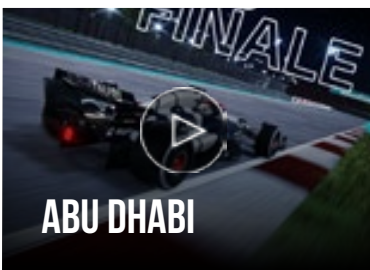
SEASON
DIGITAL PACK

FROM CGI TO
REAL LIVERY

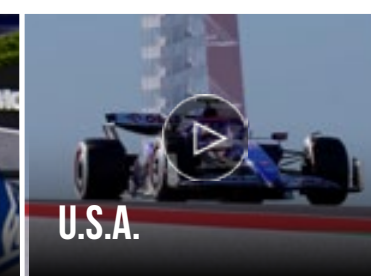
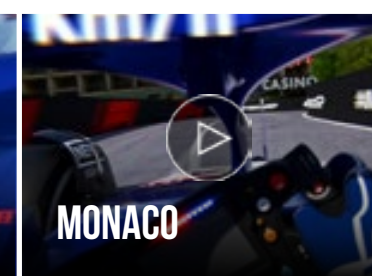
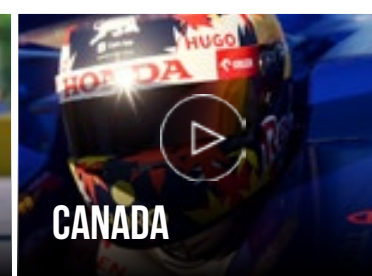
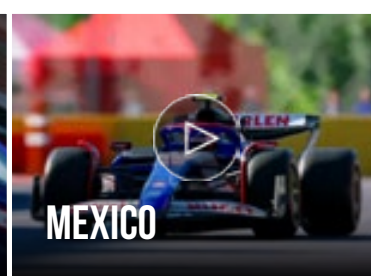
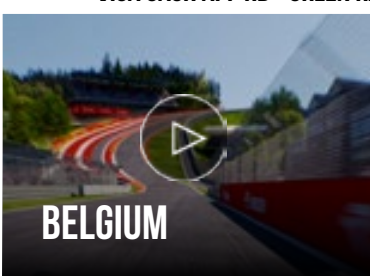
SEASON DIGITALPACK / GP RACE PREVIEW & 2D MOTION



SCUDERIA ALPHATAURI - ORLEN RACE PREVIEW 2023



VISA CASH APP RB - ORLEN RACE PREVIEW 2024



CASE STUDY VCARB 02 / BRAND FILM + PHOTO SHOOTING



For a Formula 1 team, giving **visibility to their partners is essential** — and the race car is one of their most powerful marketing tools. This clip is part of a rich content pack of videos and photos we produced for Visa Cash App RB F1 Team, aimed at creating focused **content for each of the sponsors featured on the VCARB02 livery**.

This approach allowed the team to provide its partners with high-quality, tailor-made assets, ready to be used throughout the season and across every platform.

CASE STUDY VCARB 02 MIAMI GP 2025 - SPECIAL LIVERY



In addition to the official launch held before the start of every Formula 1 World Championship, it has become common practice for teams to unveil **special liveries** during the season, often tied to a specific sponsor, with **dedicated events and content packs**.

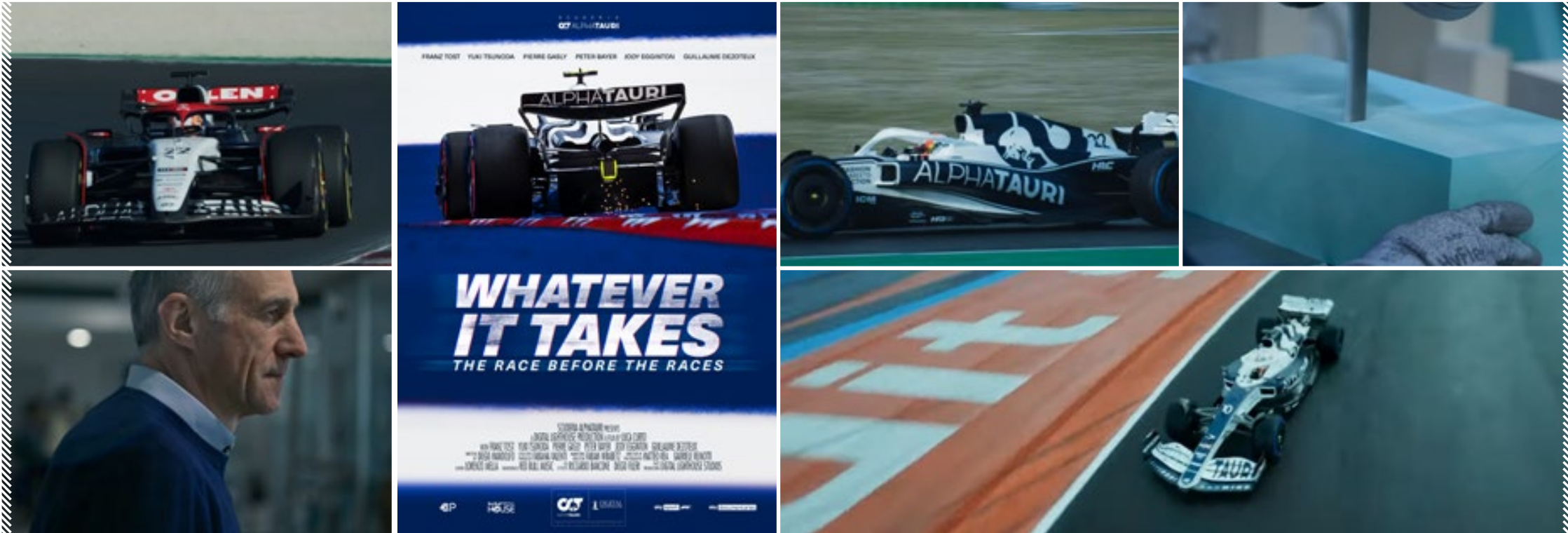
Over the years, we've produced all the visual content related to the special liveries of the Visa Cash App RB cars, creating both moving and **still assets in CGI**.

In this case, it was the 2025 Miami GP VCARB02 livery, featuring the Red Bull Summer Edition colours.



9. F1 + SPECIAL PROJECTS

CASE STUDY WHATEVER IT TAKES

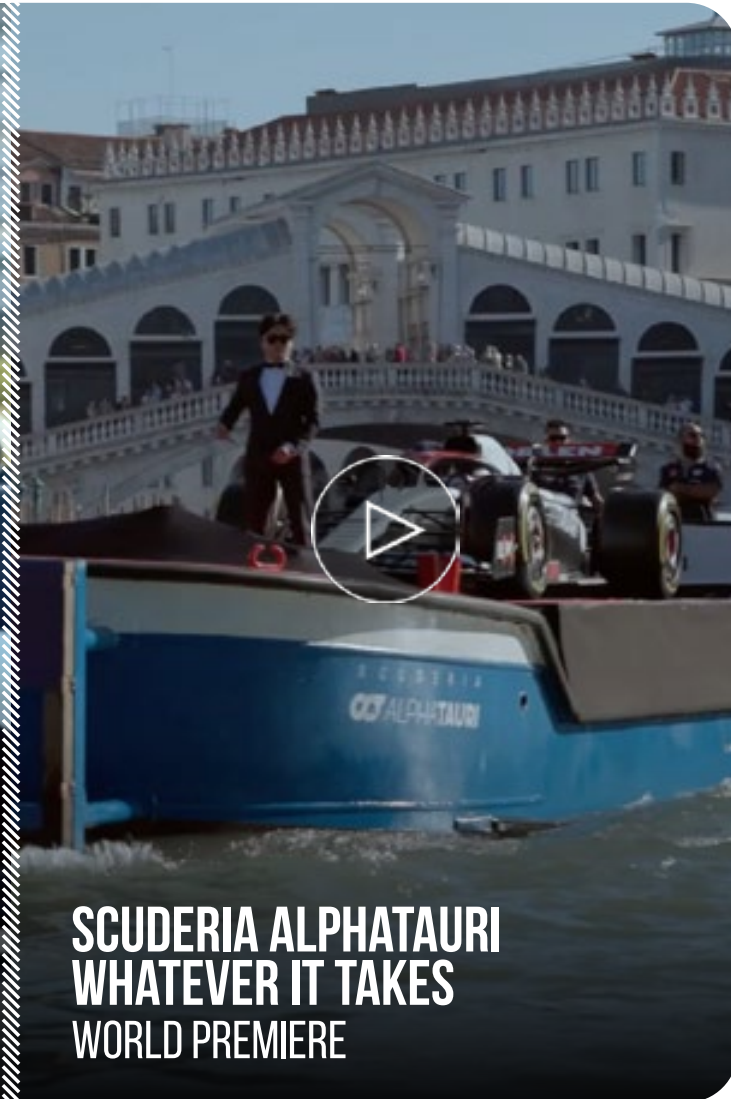


“Whatever it Takes – the Race before the Races”, produced by **Digital Lighthouse** and **Scuderia AlphaTauri**, tells the story of the Formula 1 team from their origins in 2006 as Scuderia Toro Rosso to the creation of its car for the 2022 F1 World Championship.

Through interviews with drivers Pierre Gasly and Yuki Tsunoda and team executives, along with exclusive footage of technical processes and images from the Faenza factory, in Italy, and the UK-based Bicester wind tunnel, the documentary directed by Luca Curto reveals not only the evolution of a Formula 1 team that has become a reference point for discovering young talents—especially within the Red Bull universe—but also the complex preparation behind every F1 season and every race weekend.

The world premiere took place in Venice during the 2023 Venice Film Festival week.

CASE STUDY **WHATEVER IT TAKES**



CASE STUDY DOVI - LA SERIE

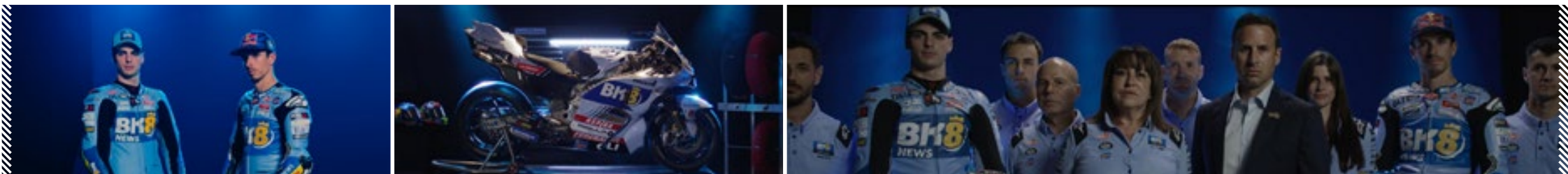
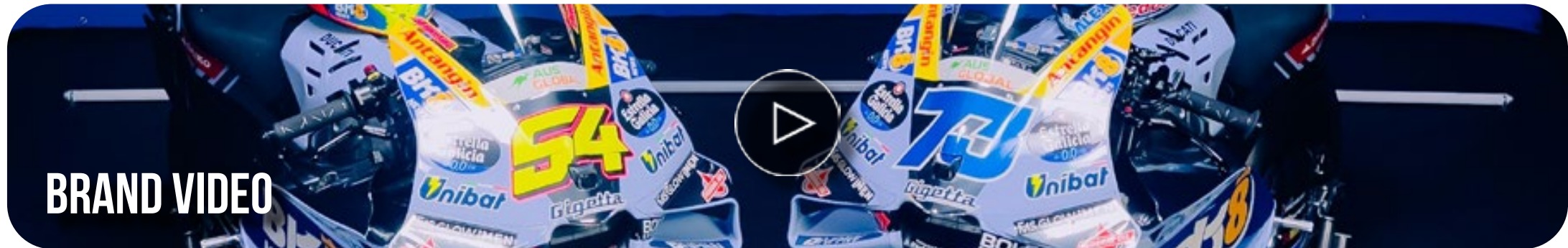


“DOVI” is a new ten-episode documentary series about the career of **Andrea Dovizioso**, directed by Luca Curto and produced by **Digital Lighthouse in collaboration with SKY**. “DOVI – The Series” retraces the personal story of the Italian champion, from his beginnings in minicross and minimoto to the 125cc world title, from his MotoGP achievements and legendary duels with Marquez to the birth of a new fan idol—DesmoDOVI—and finally to the realization of his dream: the 04 Park Monte Coralli in Faenza, in the Motor Valley of Italy.

CASE STUDY DOVI - LA SERIE



CASE STUDY BK8 GRESINI RACING MOTO GP



**DIGITAL
LIGHTHOUSE**



For the **MotoGP Team Gresini Ducati**, Digital Lighthouse produced a video clip launching and celebrating the partnership with their title sponsor, BK8 News. The production, featuring Team Principal Nadia Gresini and official riders Alex Marquez and Fermin Aldeguer, once again demonstrated Digital Lighthouse's ability to move with equal expertise across the worlds of two and four wheels—Formula 1 and MotoGP.

The versatility of our professionals and equipment allowed us to build a complete set inside the Gresini factory facilities in Faenza, in the Motor Valley of Italy, creating a video that combined their recent successes, the team's history, the adrenaline of the track, and the values shared with their sponsor.



10. DIGITAL CAMPAIGN

DIGITAL CAMPAIGN



This unit was established to meet the growing market demand for high-visual-value digital content with effective storytelling.

Specializing in providing agile and lightweight crews that seamlessly adapt to various types of productions, digital crew stands out for its flexibility, enabling it to handle a wide range of projects and conditions.

This approach also ensures cost efficiency while maintaining professional standards. The team leverages the expertise and involvement of young videomakers and content creators, whose smart approach and dedication to aesthetic detail make them ideal for producing digital campaigns.

These campaigns cater to clients of various sizes and industries, ensuring both creativity and quality.

In recent years, the digital unit has gained recognition for executing numerous digital campaigns for the Stellantis group.



11. PHOTOSHOOTING

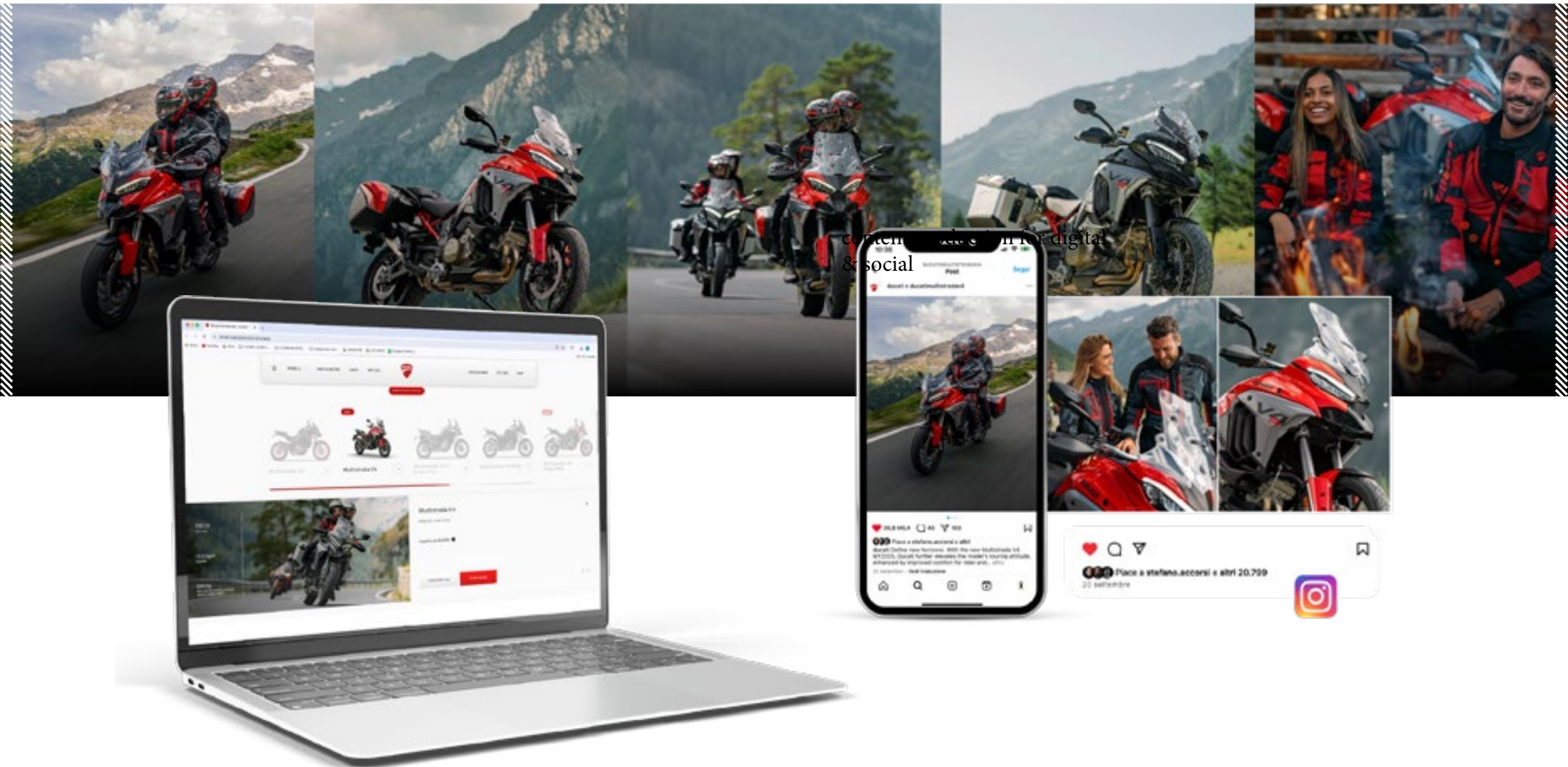
PHOTOSHOOTING

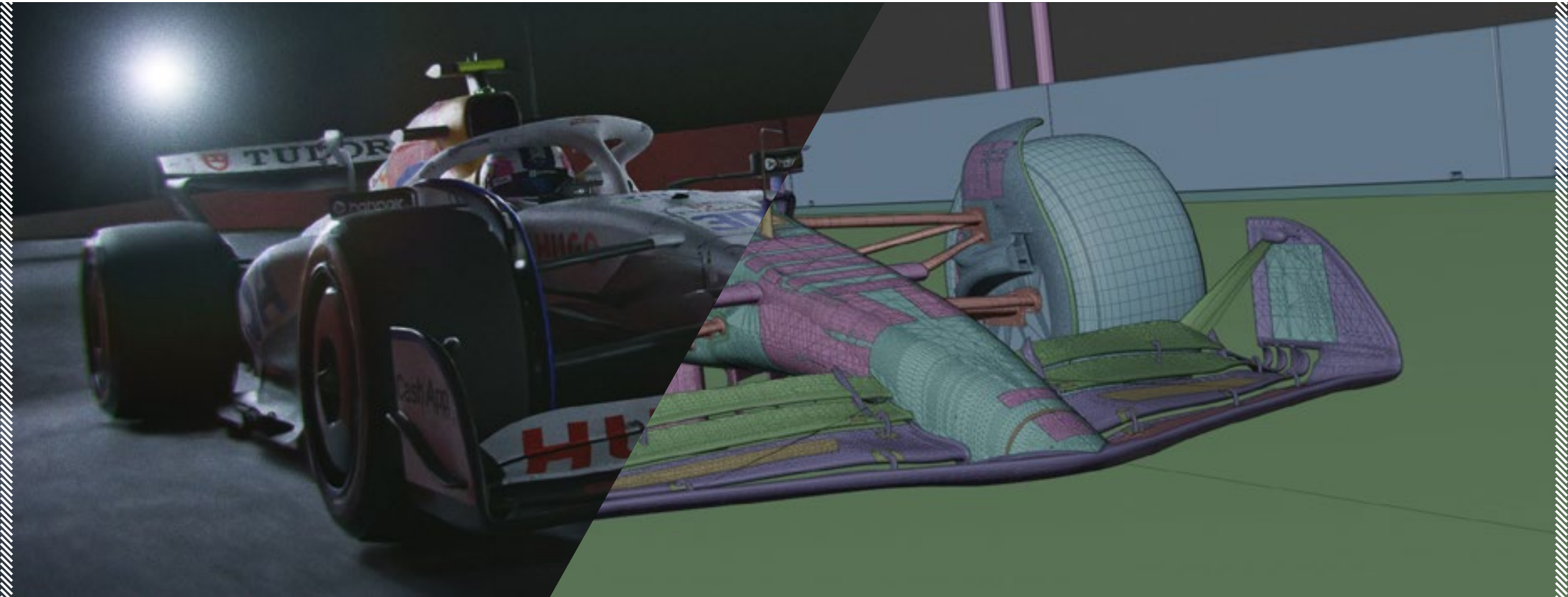


PHOTOSHOOTING



CONTENT PRODUCTION FOR DIGITAL & SOCIAL





12. 3D CGI

3D MODELING AUTOMOTIVE



Starting from CAD design data and using photogrammetry techniques, our team can create a **3D model of the vehicle in two versions: high poly and low-poly.**

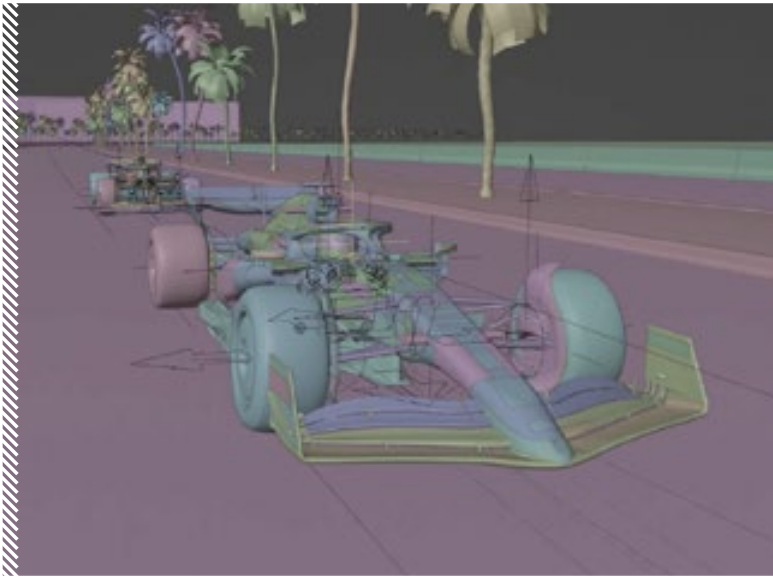
The 3D vehicle model can be used for:

- **Full CGI videos** (for product launches, media assets, social media clips, interactive web features, etc.);
- **Beauty shots** (still shots in limbo environments or real-world compositing, for media or the brand's official channels);
- **Brand experiences** (e.g., VR, advertising games, metaverse applications, etc.).

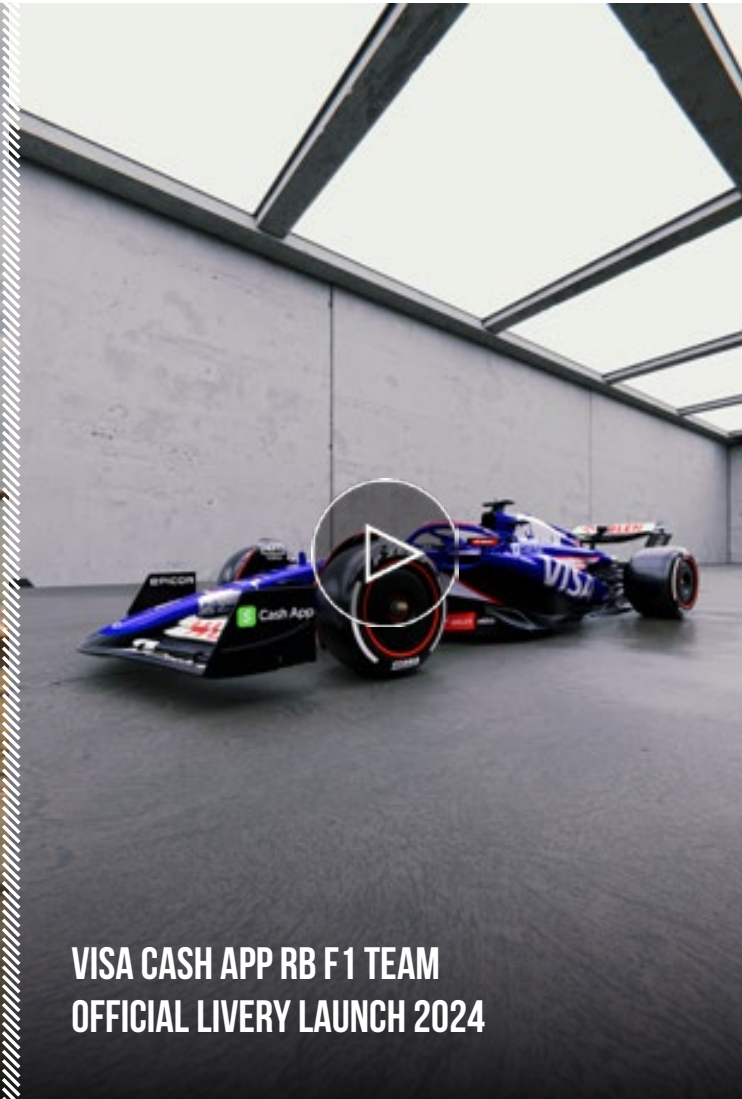
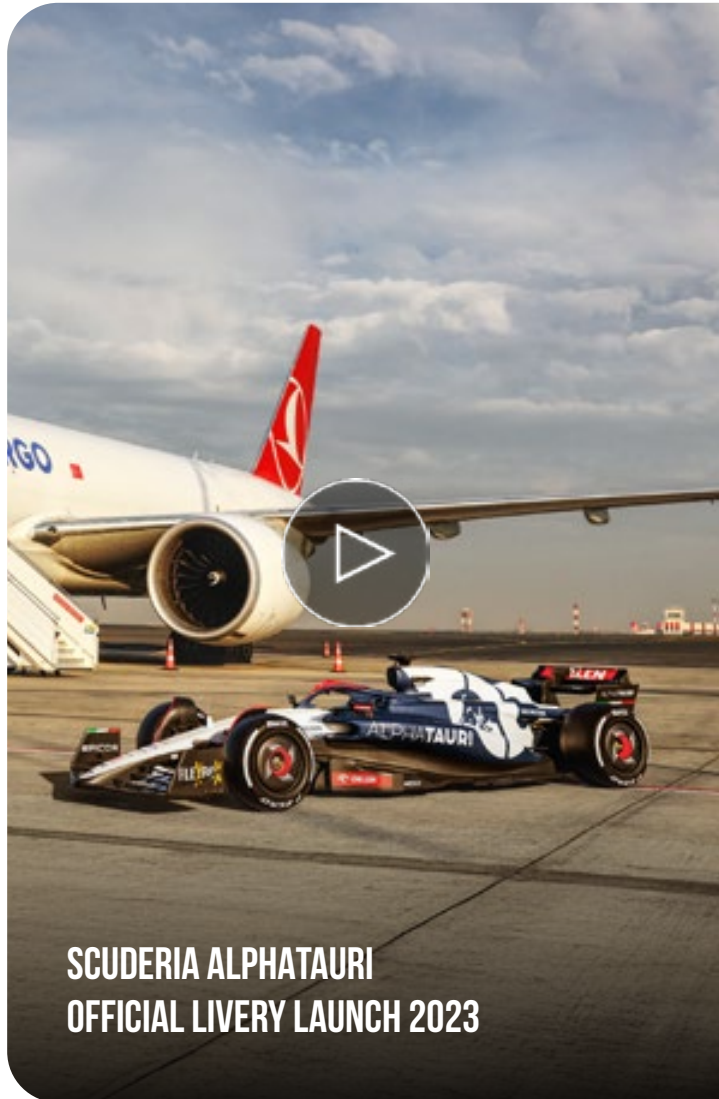
DIGITAL
LIGHTHOUSE CGI PRODUCTION



DLH REEL CGI



CASE STUDY FORMULA 1 SPECIAL GLOBAL LAUNCH



3D MODELING PRODUCTS

GIORGIO ARMANI



Using customer-provided samples and photogrammetry techniques, our team can create a **3D model of the product** in two versions: high-poly and low-poly.

The 3D product model can be used for:

- **Full CGI videos** (for product launches, media assets, social media clips, interactive web features, etc.);
- **Beauty shots** (still shots in limbo environments or real-world compositing, for media or the brand's official channels);
- **Brand experiences** (e.g., VR, advertising games, metaverse applications, etc.).

CASE STUDY ARMANI GROUP WORLD 3D ADV CAMPAIGN

GIORGIO ARMANI



GIORGIO ARMANI
NINFEA

EMPORIO ARMANI



EMPORIO ARMANI
ROSA WATCH WITH TONG LIYA'S AVATAR

COMPUTER GRAPHICS

PRODUCT 3D MODELING/RENDERING | 3D MOTION DESIGN | FULL CGI VIDEOS



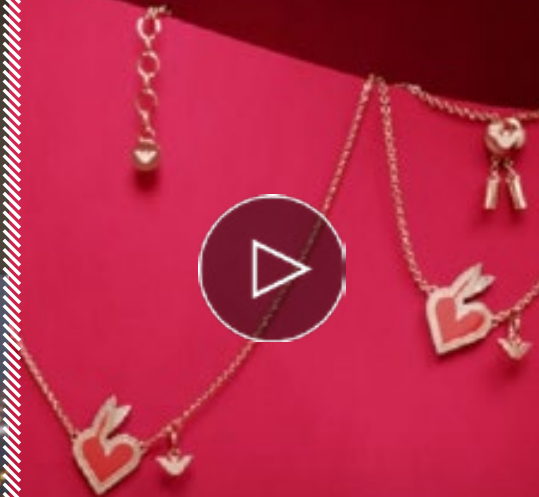
**EMPORIO ARMANI
GENT WATCH MECCANICO**
PRODUCT 3D MODELLING



**EMPORIO ARMANI
LADY WATCH MECCANICO**
PRODUCT 3D MODELLING



**EMPORIO ARMANI
DIWALI SUNGLASSES**
PRODUCT 3D MODELLING



**EMPORIO ARMANI
JEWELS**
PRODUCT 3D MODELLING



sureWin
100%

AC MILAN SURE WIN



AMBASSADOR 3D AVATAR CREATION

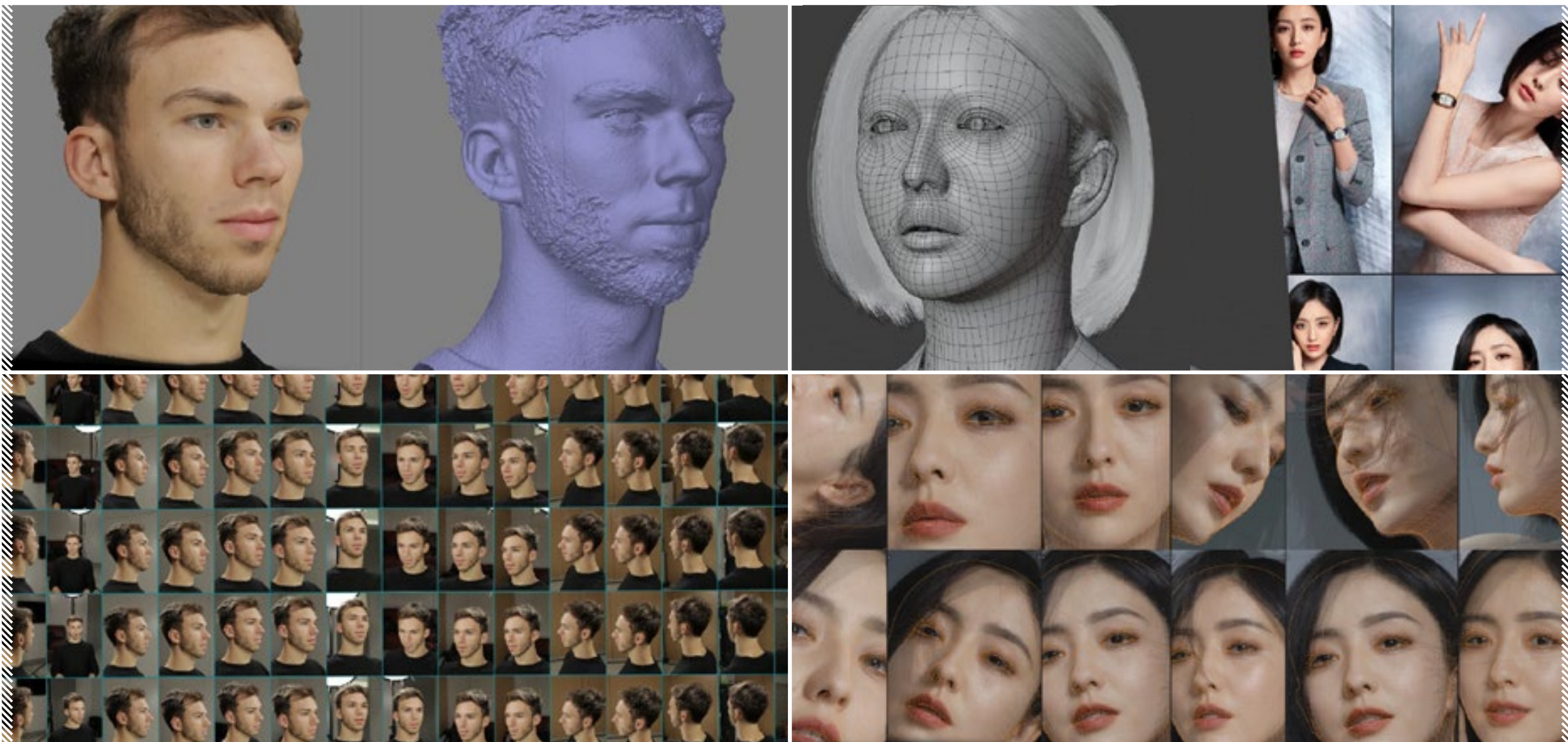


We can create 3D avatars of the talents selected by the client, following two different production methods:

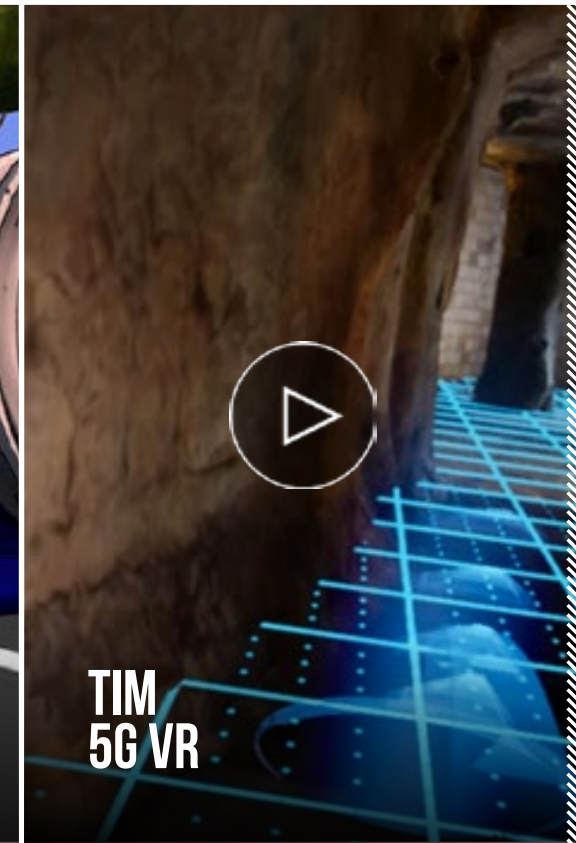
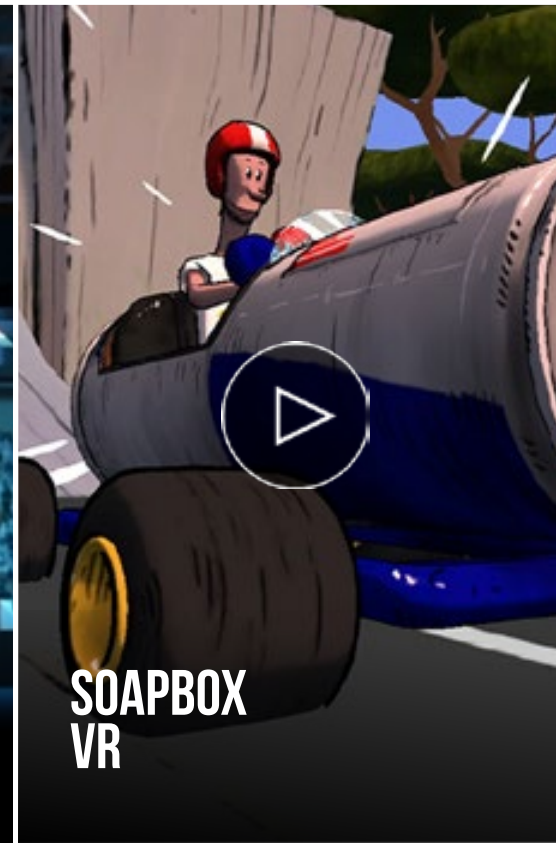
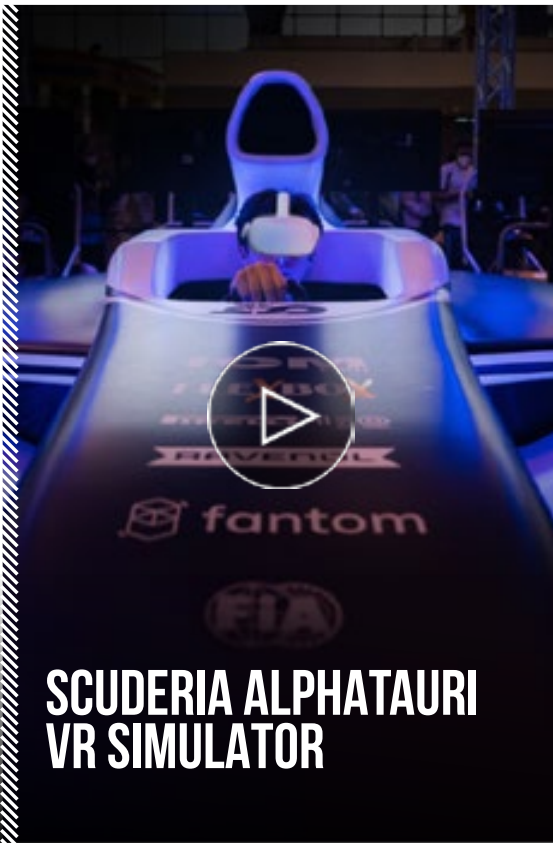
- **Modeling based on photographic references;**
- **Digitization using 3D facial/body scanning and photogrammetry (requires an in-person photo shoot with the talent).**

The 3D model is then equipped with a set of animations generated by Motion Capture technology.

AMBASSADOR 3D AVATAR CREATION

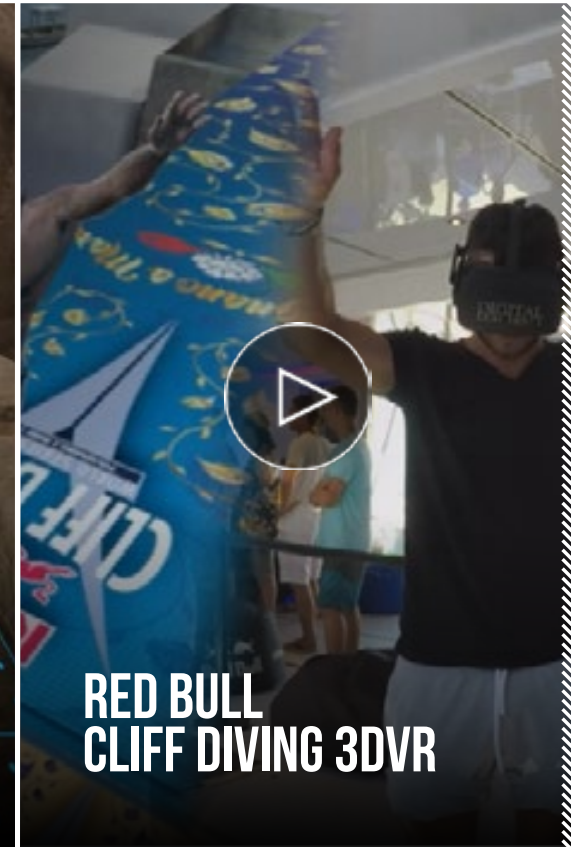
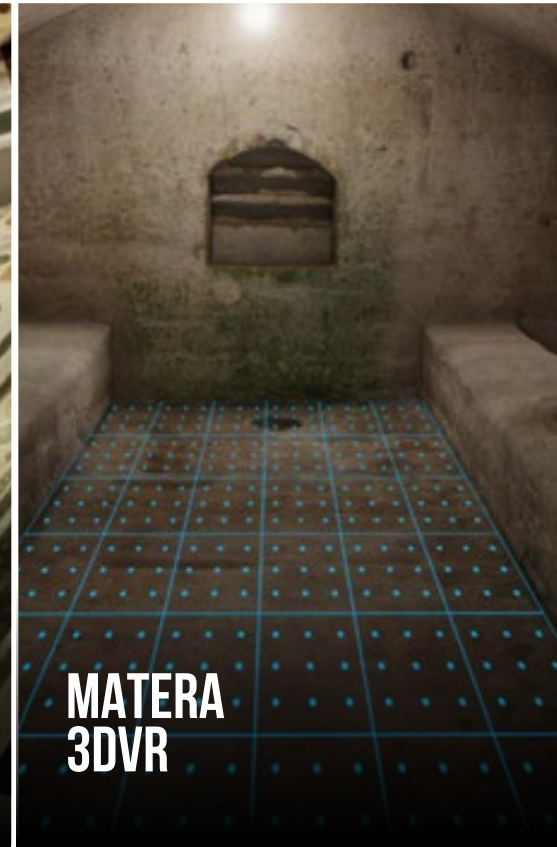
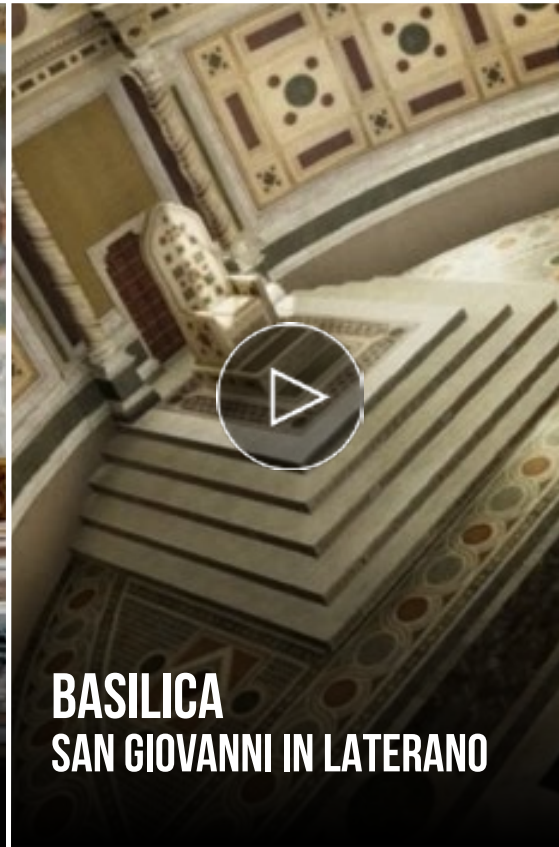


AR | VR | MR | PRODUCTION



- **ADVERTISING GAMES**
- **PHYGITAL CREATIONS (VIRTUAL TRY-ON, SIM GAMES)**
- **BRAND METAVERSE INTEGRATION (FORTNITE, ROBLOX, MINECRAFT)**
- **EXTENDED REALITY (AR / VR / MR)**

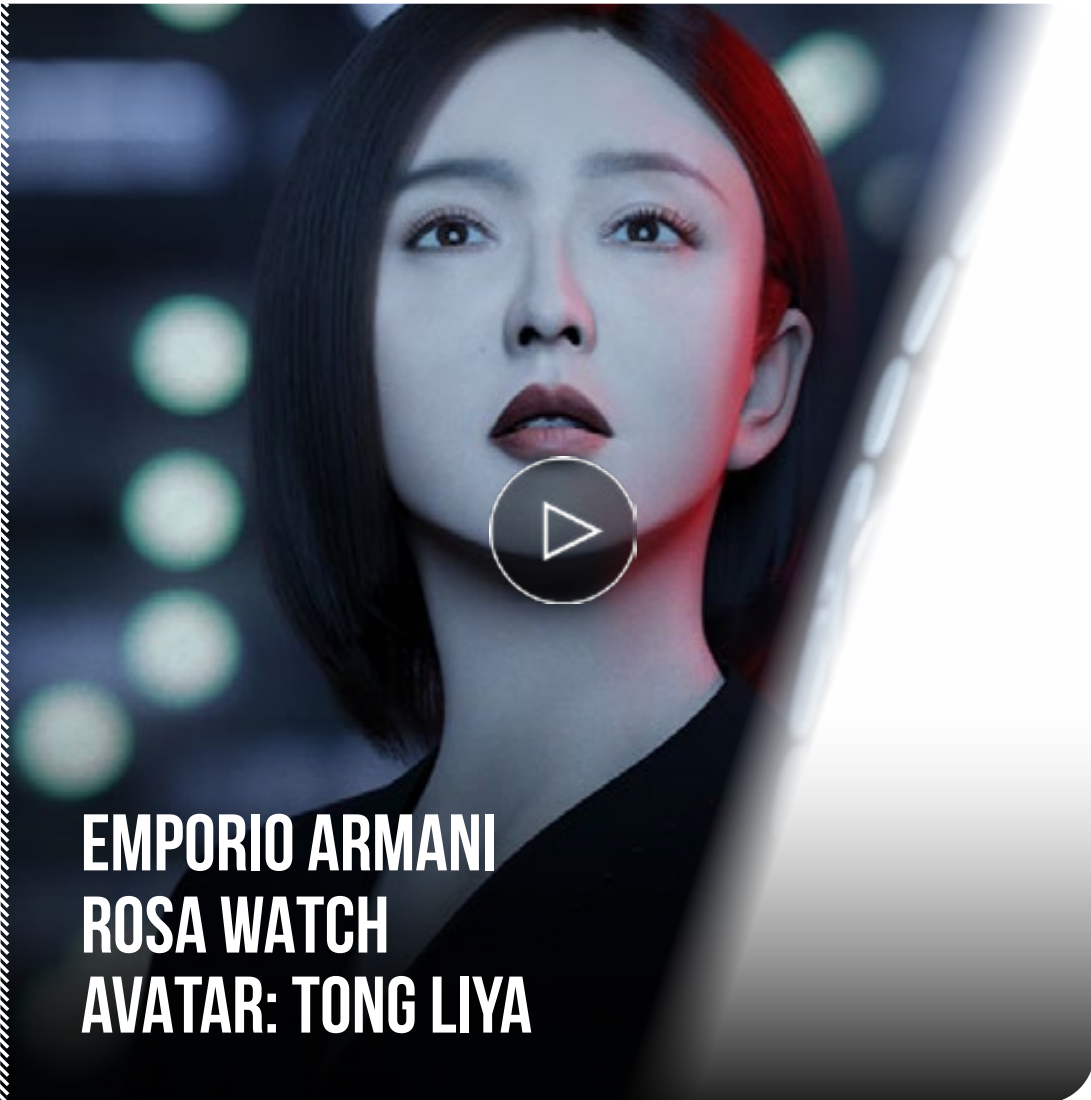
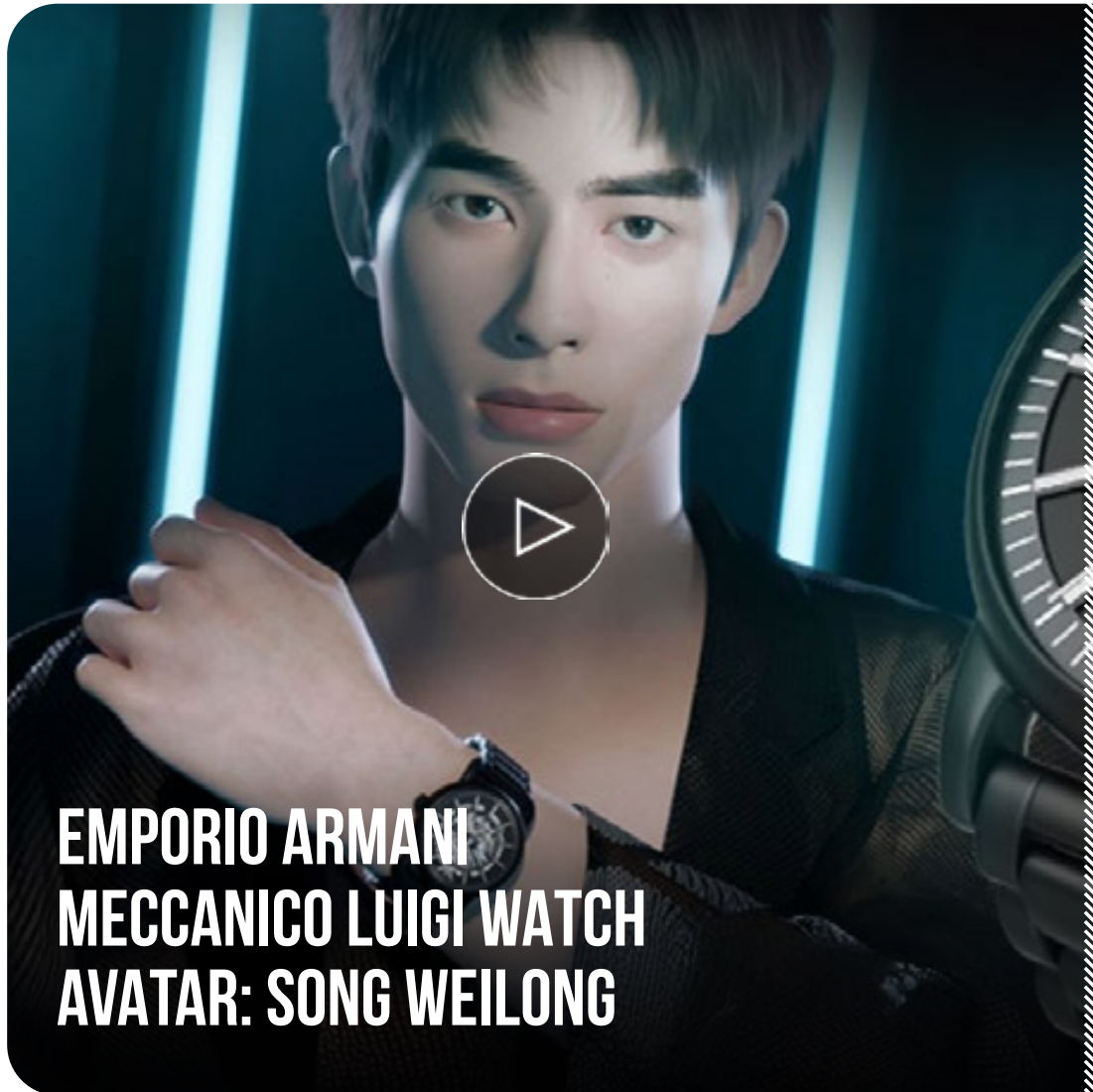
AR | VR | MR | PRODUCTION



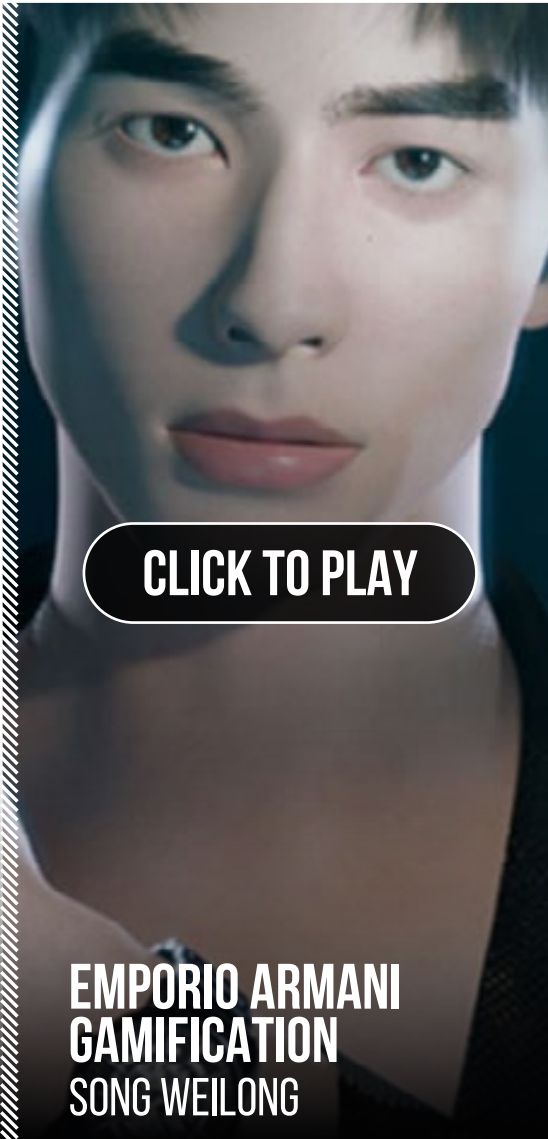
- **ADVERTISING GAMES**
- **PHYGITAL CREATIONS (VIRTUAL TRY-ON, SIM GAMES)**
- **BRAND METAVERSE INTEGRATION (FORTNITE, ROBLOX, MINECRAFT)**
- **EXTENDED REALITY (AR / VR / MR)**

EMPORIO  ARMANI

CASE STUDY | 3D PRODUCTION AVATAR



CASE STUDY | 3D PRODUCTION WEB EXPERIENCES



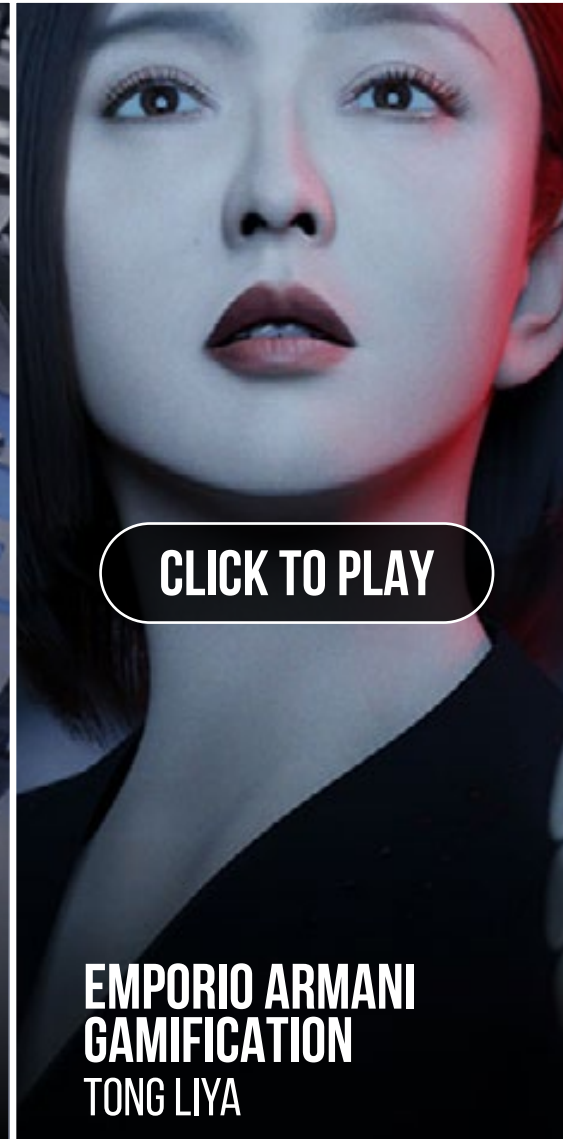
CLICK TO PLAY

**EMPORIO ARMANI
GAMIFICATION**
SONG WEILONG



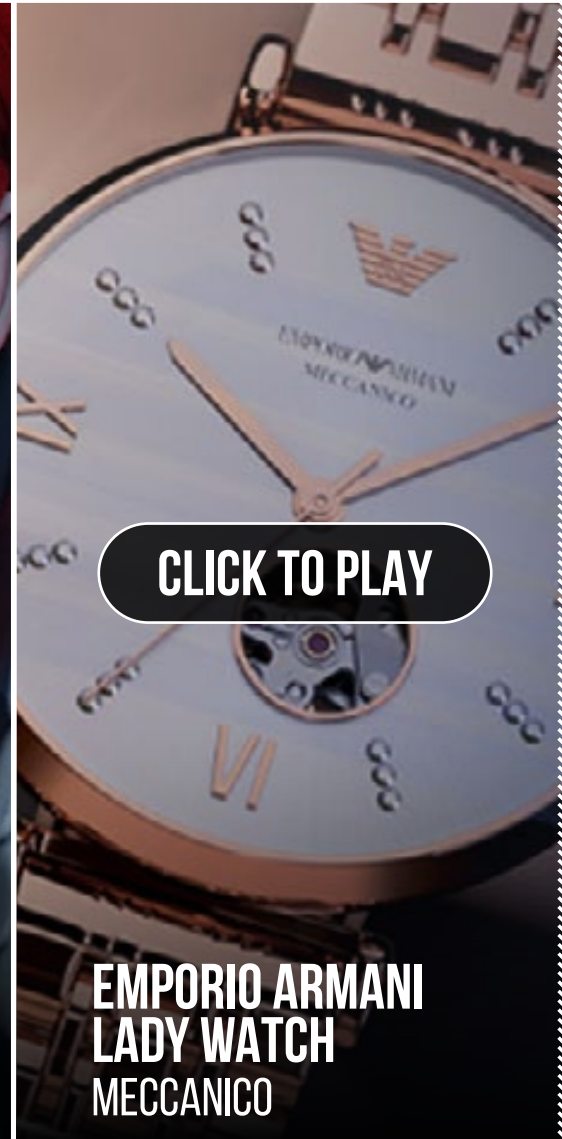
CLICK TO PLAY

**EMPORIO ARMANI
GENT WATCH**
MECCANICO



CLICK TO PLAY

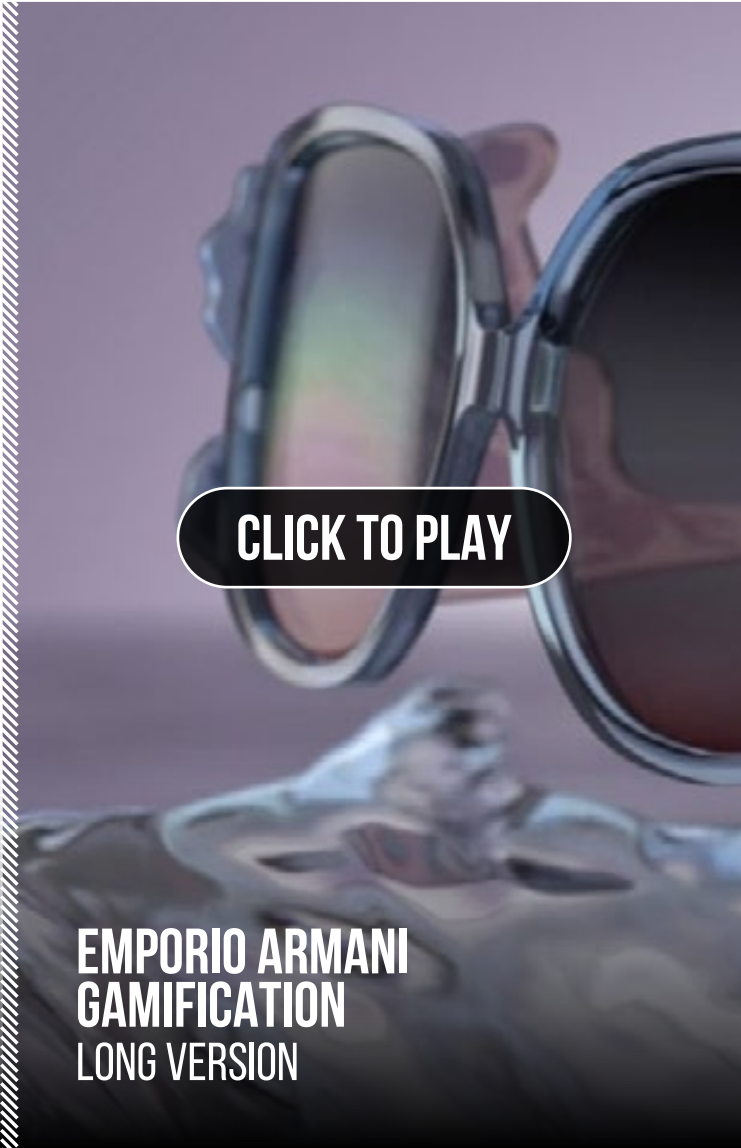
**EMPORIO ARMANI
GAMIFICATION**
TONG LIYA



CLICK TO PLAY

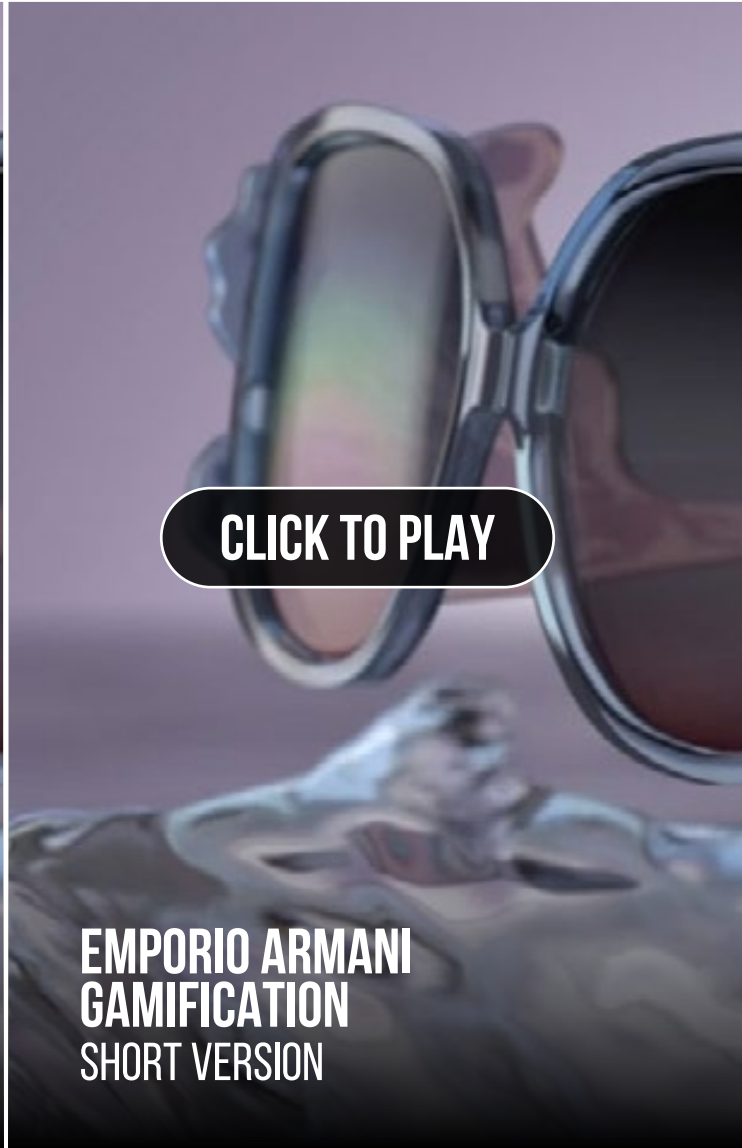
**EMPORIO ARMANI
LADY WATCH**
MECCANICO

3D PRODUCTION WEB EXPERIENCES

A 3D rendered image of a pair of dark sunglasses with reflective lenses, resting on a dark, textured surface. The background is a soft, out-of-focus purple and blue gradient.

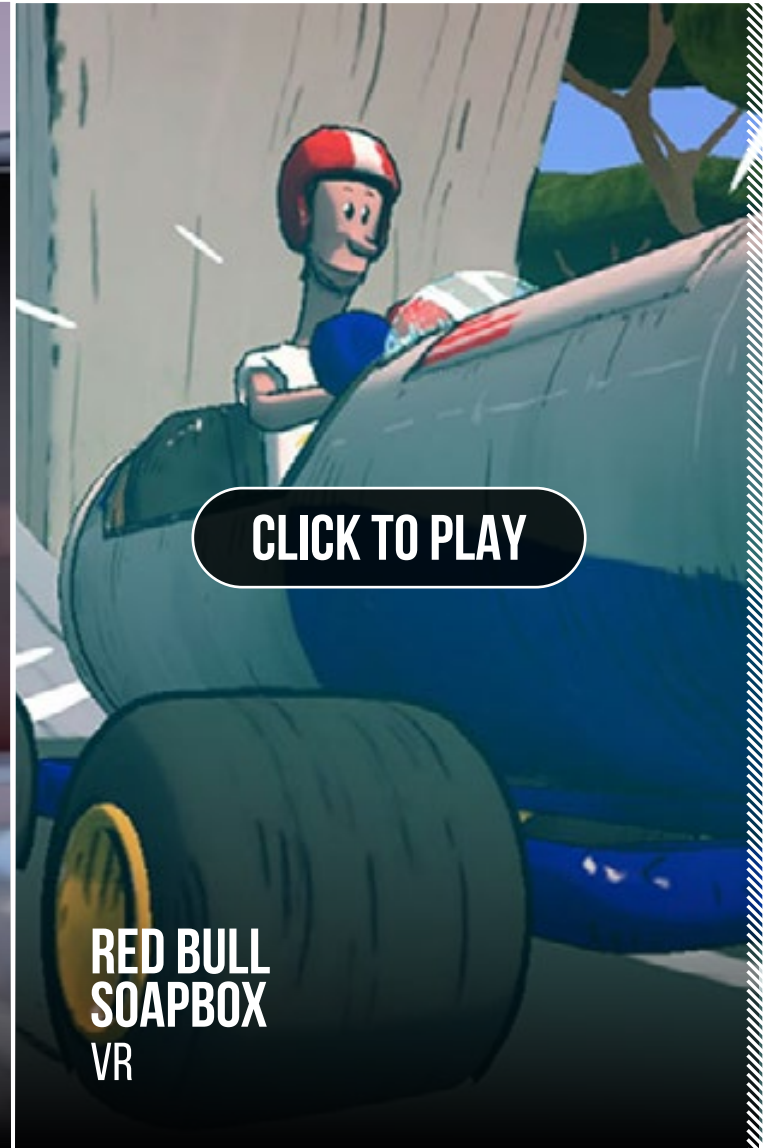
CLICK TO PLAY

EMPORIO ARMANI
GAMIFICATION
LONG VERSION

A 3D rendered image of a pair of dark sunglasses with reflective lenses, resting on a dark, textured surface. The background is a soft, out-of-focus purple and blue gradient.

CLICK TO PLAY

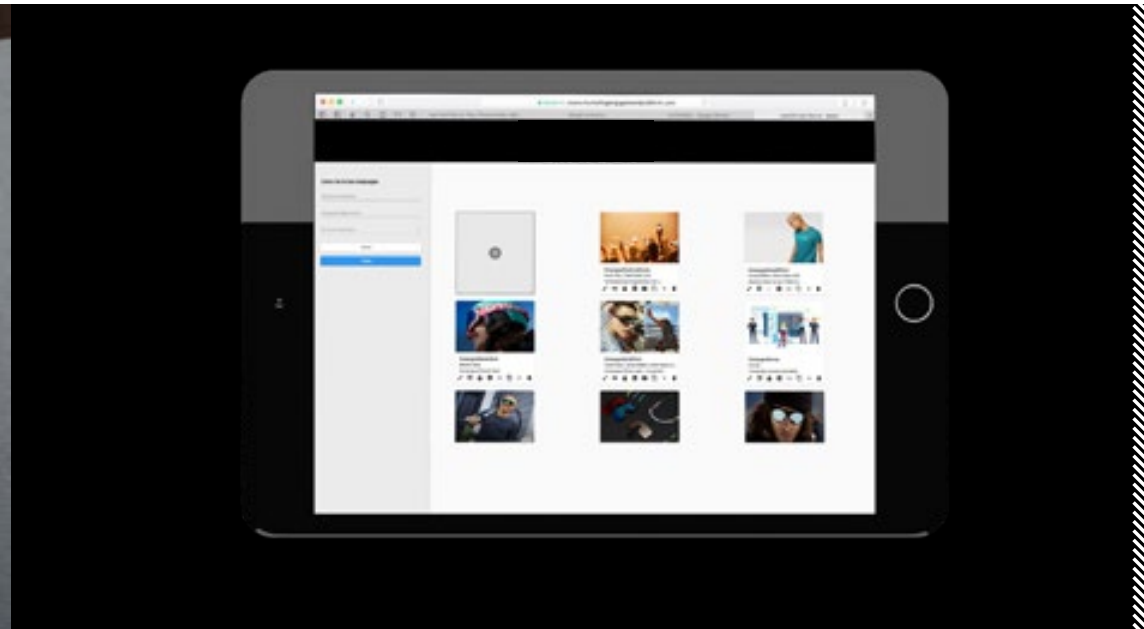
EMPORIO ARMANI
GAMIFICATION
SHORT VERSION

A 3D rendered image of a cartoon character wearing a red and white racing helmet, sitting in a blue and white soapbox car. The car is on a road with trees in the background.

CLICK TO PLAY

RED BULL
SOAPBOX
VR

WEB MARKETING SOLUTION ENGAGEMENT PLATFORM



GIORGIO ARMANI

EMPORIO ARMANI

EA7
EMPORIO ARMANI

A | X
ARMANI EXCHANGE

ARMANI/CASA

ARMANI
OUTLET

Marketing Engagement Platform is a tool designed to achieve customer engagement and ensure consistent involvement across the entire corporate marketing process.

It facilitates the **creation of tailored and personalized marketing** campaigns, each accompanied by a dedicated, easily customizable landing page.

These campaigns leverage a variety of rewards (such as products, services, subscriptions, experiences, concert tickets, books, and more) to attract and retain new customers.

Contents can be enhanced with specific **add-ons**.

Each add-on offers additional features to the landing page and can be combined to create more sophisticated marketing campaigns.

Even without expertise in development and programming, configuring marketing campaigns from both a graphic and functional perspective can be done in just a few minutes.

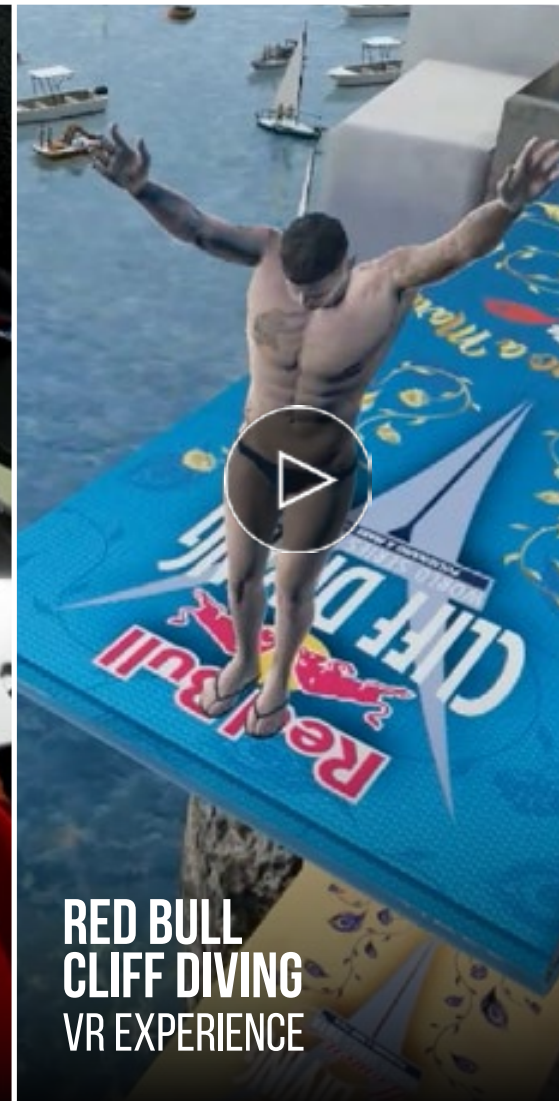
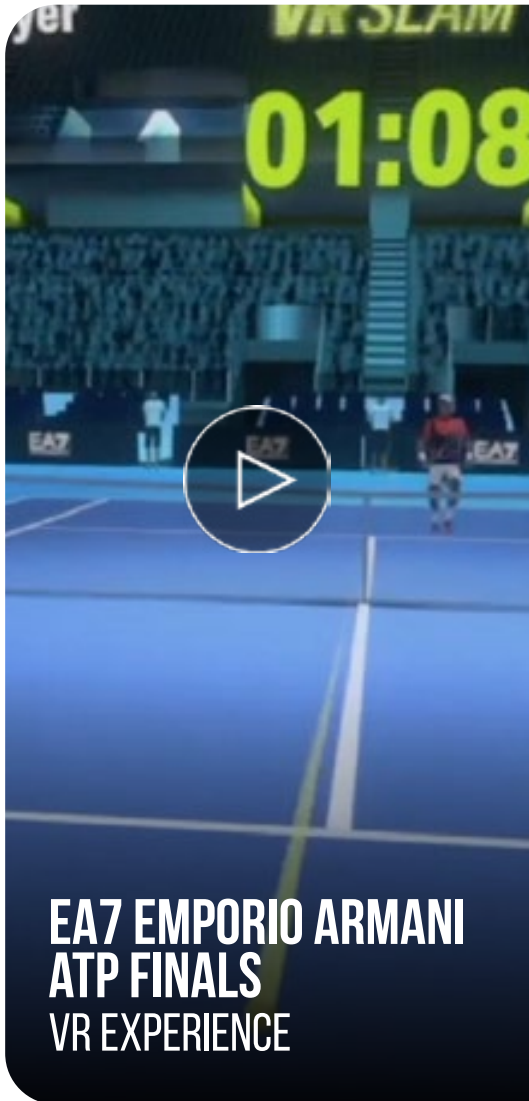
AR | VR | MR | PRODUCTION APPS AND EXPERIENCES VR

SELFIE STUDIO

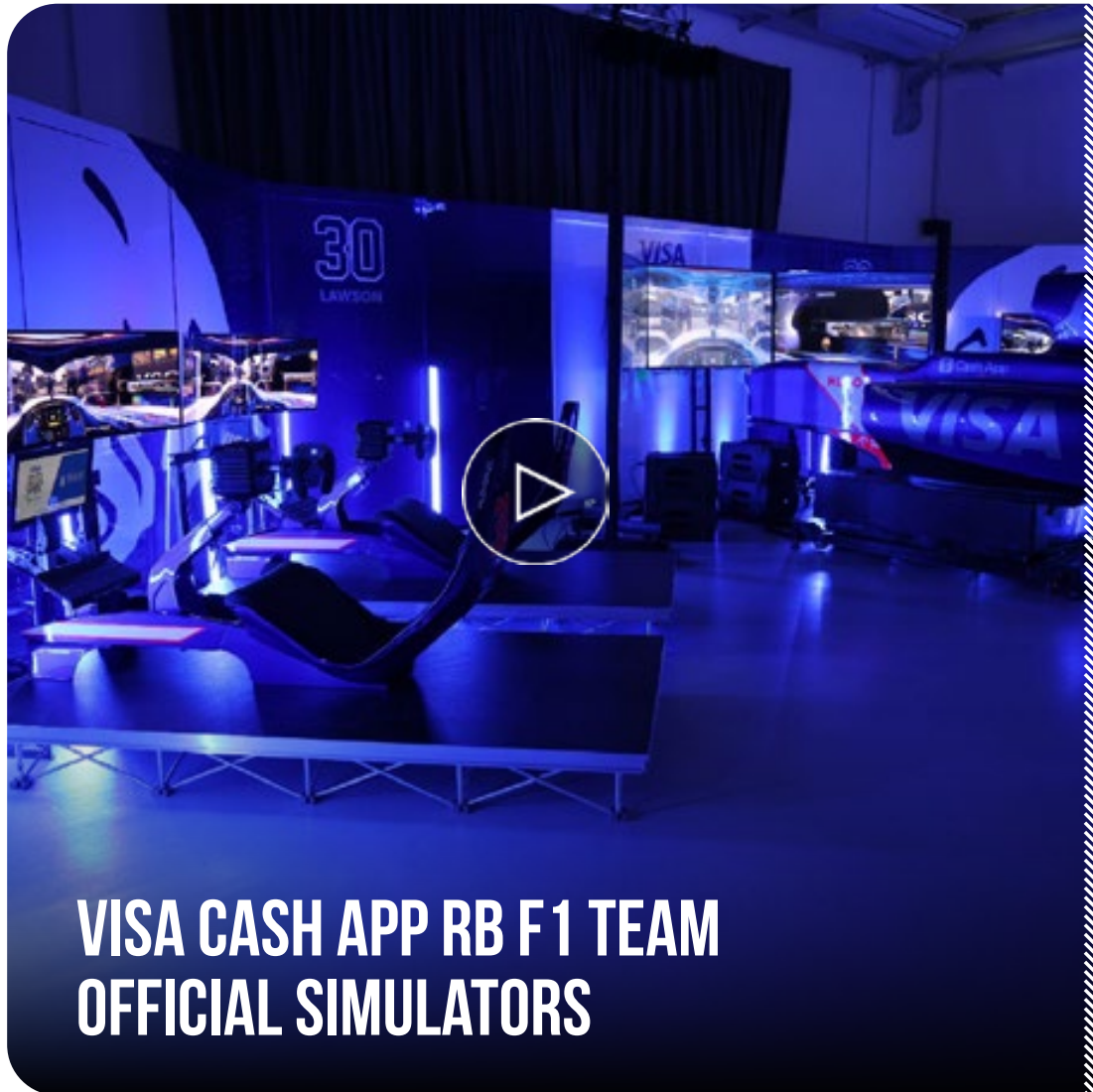
TOUCHSCREEN

VCARB PITSTOP VR

CASE STUDY BRAND EXPERIENCES



BRAND EXPERIENCES VR

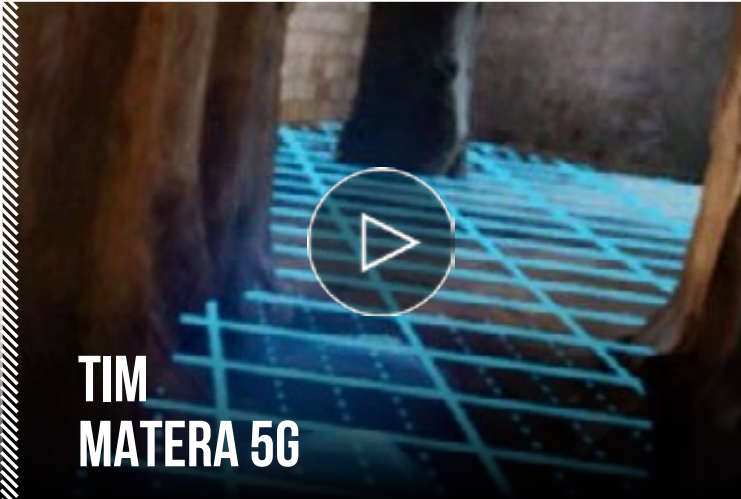


**VISA CASH APP RB F1 TEAM
OFFICIAL SIMULATORS**



**VISA CASH APP RB F1 TEAM
VCARB PITSTOP VR - HUGO**

DIGITAL HERITAGE



**TIM
MATERA 5G**



**MAGNET MISSIONE
MAGNA GRECIA**



**AOSTA
DIGITALE**



**TITO DIGITALE &
ANAKTORON VR**



**QUIRINALE
3DVR**



**BASILICA
S. GIOVANNI IN LATERANO**

VIDEO GAMES PC | CONSOLE FOR THE INTERNATIONAL MARKET



THE GAME (IN SHORT)

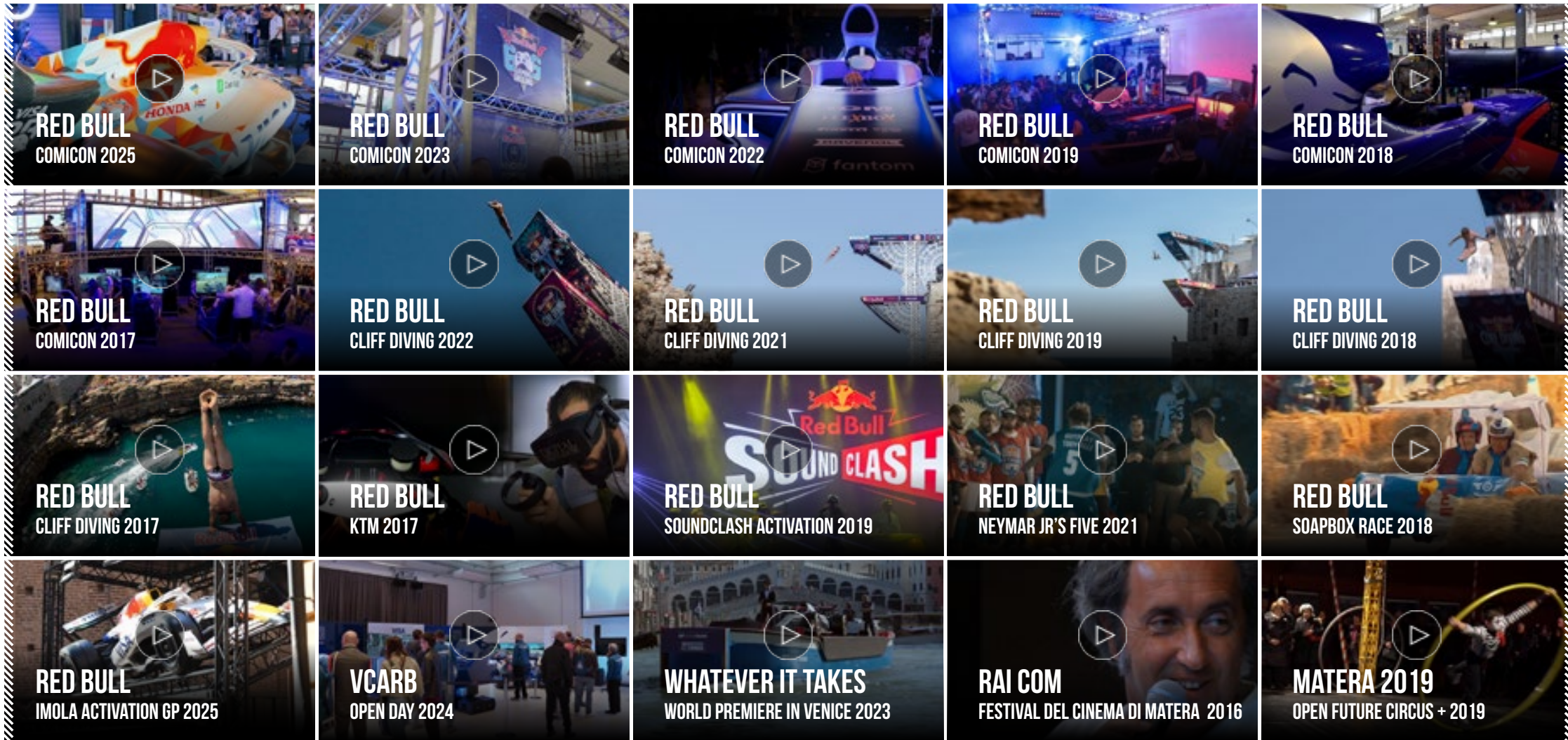
Encryption is a cinematic first-person horror adventure mixing exploration, puzzles and stealth mechanics.

The game is set in Italy, in one of the oldest cities in the world – Matera – where a father is looking for his missing daughter while the world is literally ablaze due to climate change and a mysterious message from space has just been received.



13. EVENTS PRODUCTION

EVENTS PRODUCTION



THANK YOU



www.digitallighthouse.it

**DIGITAL
LIGHTHOUSE**

ADV | CINEMA | TELEVISION | 3D | ENTERTAINMENT

AGENCY PRESENTATION DECK