



MILO

ACADEMY AWARD WINNING
CAMERA ROBOTICS RIG

THE MILO IS THE IDEAL SOLUTION FOR ACHIEVING STUDIO-QUALITY MOTION CONTROL WITH A PORTABLE SYSTEM. STABLE ENOUGH FOR MACRO WORK, FAST ENOUGH FOR LIVE ACTION SHOOTING AND READY TO GO WITHIN AN HOUR OF ARRIVING ON SET, THE MILO DELIVERS ALL THE FLEXIBILITY AND CONTROL REQUIRED FOR FILMING ON LOCATION. CAPTURE PERFECTLY SMOOTH FOOTAGE FROM GROUND LEVEL (OR BELOW) UP TO A MAXIMUM LENS HEIGHT OF 4.1 METRES WITH THE MILO. THE EXTENDING ARM IS ADJUSTABLE IN LENGTH, AND IF ADDITIONAL HEIGHT IS REQUIRED, THE MILO LONG ARM OPTION CAN EXTEND THE MAXIMUM LENS HEIGHT TO OVER 6 METRES. GET INFO ON THE MILO [HERE](#)



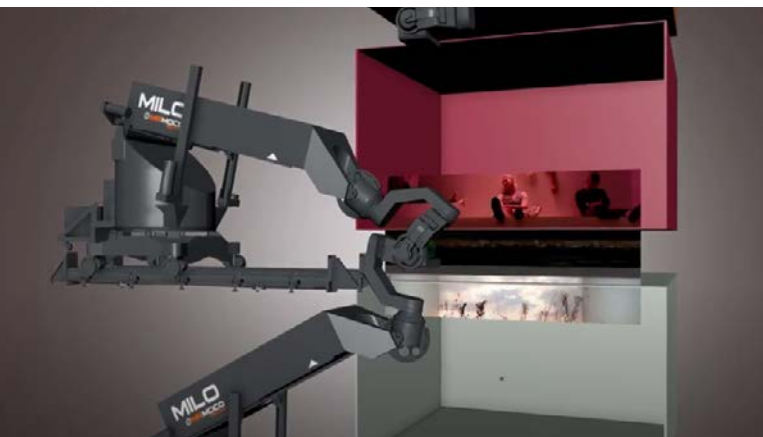
PROJECT OVERVIEW: MILO & YELLOW DAYS MUSIC VIDEO

Cross section camera transitions are always a winner on the screen. Couple them with motion control for a carousel-like edit and you'll get one of the simplest, most effective visual effects. Based on this principle the Yellow days' music video "how can I love you?" used a camera which travels vertically 15 floors underground witnessing 15 different changes of scenarios all set in a room.

BASED ON THIS PRINCIPLE THE YELLOW DAYS' MUSIC VIDEO "HOW CAN I LOVE YOU?" USED A CAMERA WHICH TRAVELS VERTICALLY 15 FLOORS UNDERGROUND WITNESSING 15 DIFFERENT CHANGES OF SCENARIOS ALL SET IN A ROOM.

HOW DID THEY DO THAT?

Using the MRMOCO award winning Milo, the entire music video was shot in one day and planned in 3D using our proprietary Maya plugin Simul8. The only set built was a template room, lifted 2 meters from the floor and then dressed differently every time, based on which floor had to be represented.



CHALLENGES: SHOOTING ON A BUDGET

This sort of set recycling made it possible to keep the production budget low and shortened the shooting time. This was achieved thanks to the Milo's repeatability as a motion control rig along with the "speed and range limit checking" that the plug-in Simul8 can offer in pre-production phase.



OUTCOME: SUCCESS TO SING ABOUT!

The creativity of the music video certainly contributed to the song's success, and the band had a huge hit on their hands, with the song streamed a massive 12m times on Spotify and viewed 1.7m times on YouTube.

INCREASE 'ON LOCATION' SHOOTING TIME WITH THE EASY TO ASSEMBLE MILO MOTION CONTROL RIG. A TEAM OF JUST THREE PEOPLE CAN BUILD AND SET UP THE RIG, READY TO SHOOT, WITHIN AN HOUR OF IT ARRIVING ON SET. INTEGRATED FLOOR WHEELS MAKE THE MILO VERY EASY TO MOVE AROUND A LOCATION OR STUDIO SPACE. THIS PORTABILITY AND EASE-OF-USE MAKE THE MILO A GO-TO CHOICE FOR CREATIVE VISIONARIES.

TRACK

2 m/sec

PAYLOAD

35 kg

MAX LENS HEIGHT

4.1 m