

AI *in* VFX

We bring AI to VFX in a *human* way

Empowering artists' creativity, driving studios' efficiency, crafting the future of storytelling

Our core team

Our multidisciplinary team brings decades of expertise in visual effects, AI research, and software development



Adrien Toupet

Founding CEO & Owner

- Former **Head of Effects** at **Wētā FX**, Digital Practice Lead at Theta, and Manager Data at Stats New Zealand
- 20 years in the Visual Effects industry with contribution to 30+ films including **Avatar**, **The Hobbit** and **Game of Thrones**
- AWS certified **Machine Learning Engineer** and **Solutions Architect**
- Passionate about **ethical AI**, **open-source** collaboration, and **diversity, equity and inclusion** in tech



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Dr. Tiffany J. Callahan

Senior Machine Learning Advisor

Senior machine learning researcher with a PhD, specializing in multi-agent AI workflows, knowledge graphs, and neural-symbolic reasoning.



Pete Reilly

Machine Learning Engineer

Former Head of R&D at Glassworks and senior rendering engineer at Isotropix, specializing in GPU, C/C++ programming and 2D/3D workflows.



Hien Nguyen

Machine Learning Engineer

Data science and machine learning expert with a Master, specializing in generative AI, transparent machine learning and all things data.



Jasmin Cheng

Senior Service Design Advisor

Service design leader with 10+ years of digital transformation across multiple sectors, specializing in human-centered innovation.

The challenge

Today's Visual Effects and Animation industry faces unprecedented challenges that demand innovative solutions

Industry pain points

- Budget constraints and tight deadlines that compromise artist work-life balance
- AI adoption resistance due to solutions aimed at replacing artists rather than empowering them
- Existing AI tools producing results that require extensive manual fixes to integrate into pipelines
- Industry concerns about intellectual property rights in AI-generated content

Our unique approach

- Boost delivery speed and artist well-being by increasing output-to-effort ratio
- Craft human-in-the-loop AI solutions that augment artists' capabilities while preserving creative control
- Build systems that seamlessly integrate with existing workflows and provide artist-editable results
- Implement ethical, open-source solutions trained on your own data that protect intellectual property

- *"An overwhelming majority of VFX workers feel that their work is not sustainable in the long term"*
IATSE, The Union Behind Entertainment – [2022 VFX worker survey](#)
- *"70% [of people] report being concerned about AI displacing workers"*
AFL-CIO, The American Federation of Labor and Congress of Industrial Organizations – [2023 The State of Labor Unions Polling](#)
- *"Data scraping litigation for alleged copyright infringement is growing rapidly around the world"*
OECD, The Organisation for Economic Co-operation and Development – [2025 Intellectual property issues in AI trained on scraped data](#)

Our services

We deliver end-to-end AI solutions from strategy to implementation and training

Strategy & Consulting

Expert guidance for implementing AI solutions that increase productivity while honoring your studio's unique vision and creative values.

Studio Integration & Implementation

Custom AI tools integrated directly into your production software (Houdini, Maya, Nuke...), boosting efficiency without compromising artistic control.

AI Masterclass, Training & Support

Master AI technologies through our monthly Masterclass, tailored enterprise training and dedicated support.

Creative support for filmmakers

Empowering directors and creators to bring their unique artistic vision to life through storytelling no longer limited by budget or technical constraints.

Case study: AI-Assisted rotoscoping

How we are increasing artist efficiency and satisfaction while improving work quality

Challenge

A rotoscoping studio seeks to boost efficiency without sacrificing quality. Their artists struggle with complex shots and time-consuming manual techniques.

Results

- 30%+ reduction in rotoscoping time
- Elimination of tedious manual work, freeing artists for creative tasks
- Increased shot quality and job satisfaction

Solution

We develop a tailored Nuke-integrated solution that:

- Implements AI models fine-tuned on the studio's data
- Converts AI-generated segmentation into Nuke-editable rotoshapes
- Features an intuitive interface that fits seamlessly into existing workflows
- Meets all compliance and TPN security requirements

Let's create the future together

AI is not just changing how we make films - it's expanding who can make them and what stories can be told

Why now?

The VFX and Animation industry faces a pivotal moment. AI in VFX Market is projected to grow from **USD 5.17 Billion in 2025 to USD 25.51 Billion by 2034** (CAGR of 19.38% - [marketresearchfuture.com](https://www.marketresearchfuture.com)).

Studios that embrace AI today will lead tomorrow's visual storytelling, while those who resist risk falling behind in an evolving landscape.

Our promise

We craft human-in-the-loop solutions that keep artists in control of the entire creative process.

We don't offer AI as a magic solution; we use it to generate solid foundations for artists to build upon, boosting studios efficiency ethically and responsibly.

Join us on this journey

Whether you're getting started or refining your AI implementation, we're here to help. Together, we can craft a future where technology serves creativity. A future where humanity and storytelling remain at the heart of everything we do.

Book a free consultation today: hello@ainvfx.com - www.ainvfx.com - [linkedin.com/company/ainvfx](https://www.linkedin.com/company/ainvfx)