Actor Philippe Bergeron:

From “Iron Man 2” To Augmented Reality

Montreal, August 16, 2010 -- Quebec actor Philippe Bergeron, who was last seen in “Iron Man 2,” has founded a Los Angeles-based production company which “merges real and virtual worlds.” And the big Hollywood studios are starting to notice...

It all started in Hawaii back in December.

The 1,000 people present had never seen anything like it... In front of their eyes, 15 elves climbed the Ritz-Carlton in Maui, and, with their magic wands, made icicles appear under the windows… transformed the walls into an ancient stone façade,… and made snow fall over the hotel…

The elves were walking on ledges… sitting on windows… even defying gravity by climbing the walls… upside down.

And the people were waving at them.

But the elves didn’t exist. They were part of the incredible new world of *spatial augmented reality*.

“Merging real and virtual worlds.”

“This is the future of entertainment,” claims Bergeron, who started a company called PaintScaping.com, and produced the Hawaii event.

“Basically, you project images on the real world that are lined up with reality, blurring the line between the real and virtual world. It’s almost like a cross between film and theatre,” adds Bergeron, who is in Montreal until August 24th.

“Think of it as the next generation of Le Moulin à Images,” continues Bergeron, referring to the popular projected show in Québec City, by Robert Lepage.

Bergeron’s background is ideal for that kind of endeavor.

Bergeron, who has one scene with Robert Downey Jr. and Mickey Rourke in “Iron Man 2,” has been in “Bottle Shock” opposite Alan Rickman, played a Quebec Mafioso in “The Sopranos,” was in “Rush Hour 3,” “Mad Men,” “Entourage,” “Contact,” “Godzilla,” and will next be seen in one episode of “Dark Blue” on TNT opposite Dylan McDermott.

But he used to be in special effects.

Bergeron, originally from Montreal, co-directed the groundbreaking CGI short “Tony de Peltrie,” with Pierre Lachapelle, Pierre Robidoux, and SoftImage founder Daniel Langlois. It featured the world’s first CGI human with emotions, and Time Magazine called it a “breakthrough.”

“We are talking to several studios in Hollywood,” adds Bergeron, who is not allowed to give any details. “They understand this is the future of entertainment, where film meets theatre, where CGI meets live action,…”

”Where the virtual world meets the real world,” concludes Bergeron.

For further information, please visit:

[www.PaintScaping.com](http://www.PaintScaping.com)

or contact Ixion Communications for interviews 514-495-8176

The climbing elves at the Ritz-Carlton in Hawaii. The building is real, but the elves and the icicles are virtual:

