

SPIDER-MANTM

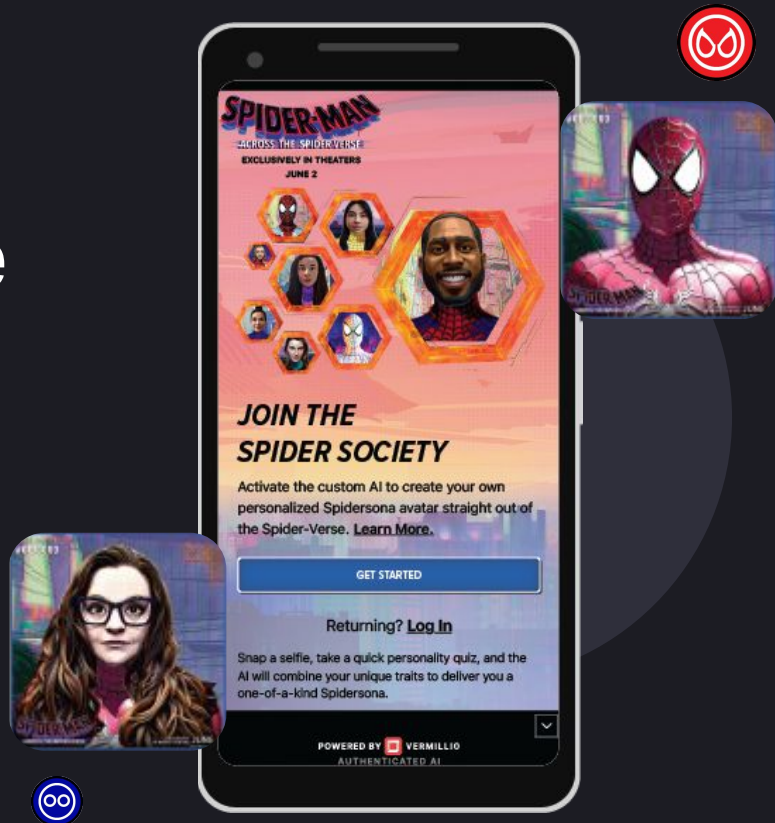
ACROSS THE SPIDER-VERSE

POWERED BY  VERMILLIO
AUTHENTICATED AI

Overview

Spider Society Engine

Vermillio and Sony Pictures Entertainment partnered to create a first-of-its-kind generative AI engine and experience that allows Spider-Man: Across the Spider-Verse fans to become part of the Spider Society by creating a 100% unique character in the film's universe.



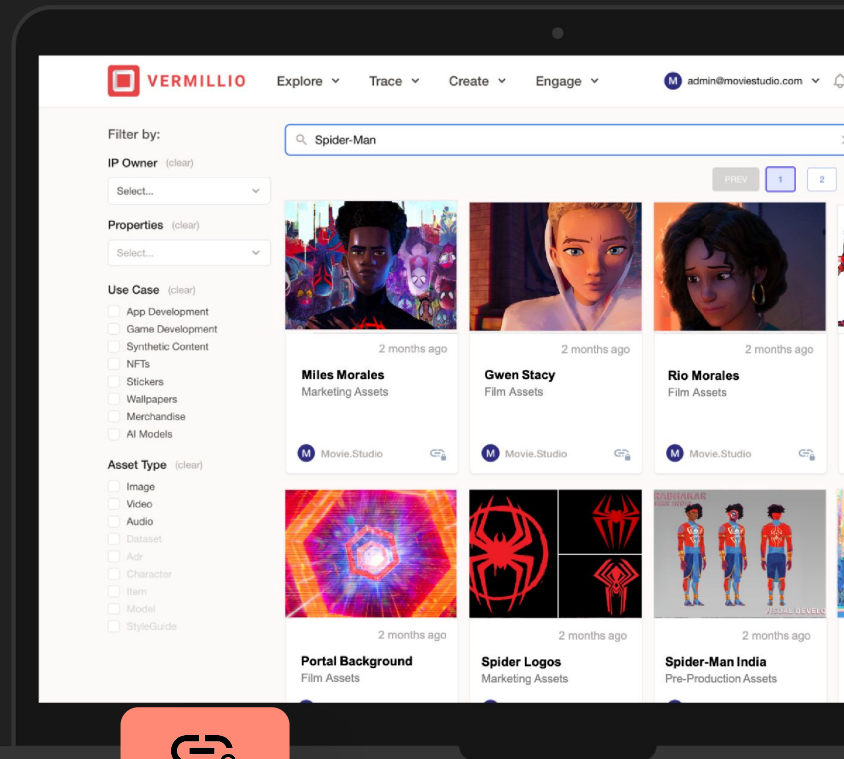
The Trace Platform

Our Authenticated AI Solution: Trace

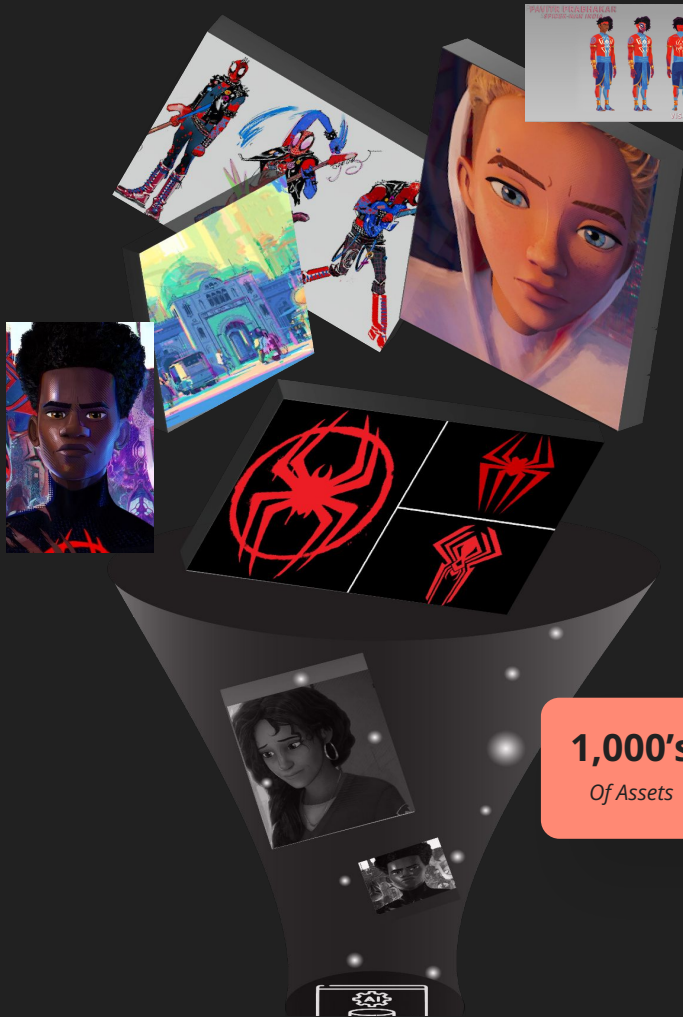
Our Trace platform securely atomizes original assets in order to support licensed and ethically-built Generative AI engines using the world's best IP.

Vermilio's Trace ID verifies and guarantees the authenticity of IP and AI generated content.

As a result, all generative AI images created from these engines are protected.



TRACE ID



1,000's
Of Assets

The Process

Creating the Style Engine

Our Trace platform securely ingested thousands of assets to create an engine that produces one-of-a-kind Spidersona outputs using only authenticated IP for the model.

Including:

- Pre-Production Assets
- Marketing Assets
- Film Assets



Iterate & Optimize

Working with the Film's Artists

At each stage, we collaborated with the artists to ensure that the final images accurately represented the look and feel of the film, resulting in an authentic experience for Spider-Verse fans.



4+

Rounds



The model pipeline

Our Multi-Step Model Pipeline Optimizes the Creations in Real Time

Our engine analyzes selfies for NSFW content at the beginning and end of our 30 model pipeline.

In between, it atomizes the photo elements, uses custom AI models to generate the final image, and applies post-processing models trained in collaboration with the film's artists.



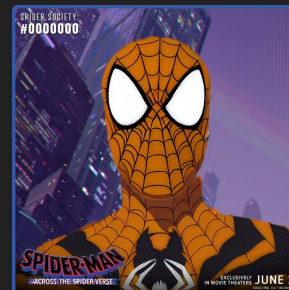
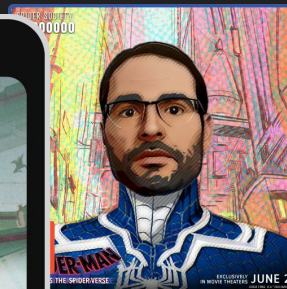
The Results

A First-Of-Its-Kind Generative AI Engine

Using a model trained exclusively on assets from the film's production, a fan can create a 100% unique character in the film's universe.

1 Million+

Spidersonas generated during initial launch



The Results

Architecture

Due to the viral nature of these engines, our team understands the infrastructure, monitoring and collaborative communication needed to support and ensure success at scale.

1 Million+

Spidersonas generated during initial launch

5:14

Avg TOS

36%

Conversion rate

600

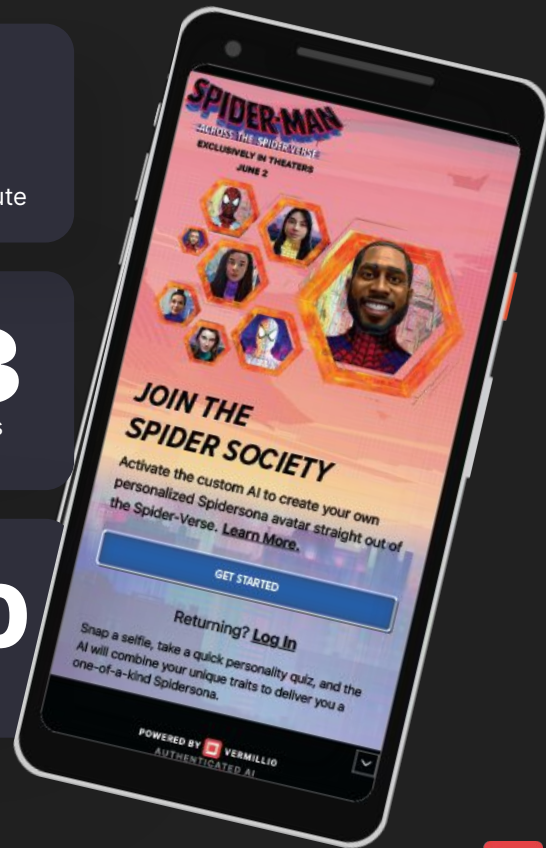
Images created per minute

25/13

Countries / Languages

15,000

Peak GPUs



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