



## AI-Powered Cinematic Production Case Study



## THE CLIENT

Love Insurance Kompany (LIK), directed by Vignesh Shivan, is a feature film focused on delivering a visually engaging and creative cinematic experience. The project emphasizes the use of AI-generated video production to create innovative and memorable storytelling for modern audiences.



## PROJECT OVERVIEW

DCI AI Studio delivered an AI-generated theatrical video sequence for Love Insurance Kompany (LIK) as the film's AI Video Production Partner. Directed by Vignesh Shivan and featuring SJ Surya, the project used AI video generation and editing to create a unique cinematic moment, including standout scenes of SJ Surya kissing a dinosaur and a giraffe, for the film's 2026 theatrical release.





## THE CHALLENGE

Director Vignesh Shivan had a bold creative vision: a scene where actor SJ Surya appears to interact with a photorealistic dinosaur and giraffe on screen. Instead of relying on traditional VFX workflows, the sequence was created using AI-generated visual compositions designed to achieve a highly realistic, cinematic interaction.

The challenge was to deliver this scene with:

- Cinema-quality photorealism that could hold up on the big screen
- Seamless integration with AI-generated visuals of SJ Surya
- A fast turnaround suitable for the film's production schedule
- Creative flexibility to iterate and refine the vision quickly



## THE SOLUTION

DCI AI Studio was brought in as the AI video production partner for this specific sequence. Using a combination of advanced AI video generation models and precision post-production editing, the team crafted scenes of SJ Suryah kissing a dinosaur and a giraffe-moments that are now part of the film's official theatrical release.



## OUR PROCESS

- **Step 1 - Creative Briefing**

Collaborated closely with the director to understand the exact tonal quality, pacing, and visual style required. Defined the dinosaur and giraffe species, scale, motion behaviour, and lighting conditions.

- **Step 2 - AI Prompt Engineering & Generation**

The team built and iterated upon a series of precise AI video generation prompts, testing multiple motion sequences, creature behaviours, and compositions to achieve cinematic realism. Multiple passes were generated and reviewed.

- **Step 3 – Compositing & Editing**

The dinosaur and giraffe footage was seamlessly composited with AI-generated visuals of SJ Surya. Colour grading, lighting matching, and motion blur were applied to ensure the final scene had a cohesive, professional theatrical look.



- **Step 4 - Director Review & Final Delivery**

The scene was reviewed by Director Vignesh Shivan and the production team, refined based on creative feedback, and delivered in the required format for theatrical projection.



## THE RESULT

"Watching that play out on the big screen was surreal. Something we built with AI prompts and editing - now part of a theatrical release."

The AI-generated dinosaur and giraffe sequence appeared in the official theatrical release of LIK (Love Insurance Kompany), marking DCI AI Studio first breakthrough into AI video production for cinema. The scene received acknowledgement for its creative boldness and demonstrated that AI-generated content is now ready for the big screen.



## WHAT MADE IT WORK

- The right creative application - AI was used where it made sense, not forced
- Collaboration with a forward-thinking director who embraced new technology
- DCI AI Studio expertise in AI prompt engineering combined with traditional post-production skills
- Speed and cost efficiency compared to traditional VFX pipelines



## DIRECTOR'S PERSPECTIVE

"Big thanks to Director Vignesh Shivan for embracing AI technology and using it effectively where it made sense. Not forcing it. Not overdoing it. Just the right creative application."

# WHAT DCI AI STUDIO CAN DELIVER FOR CINEMA

DCI AI Studio work on LIK is just the beginning. We offer a full suite of AI-powered production capabilities designed specifically for filmmakers who want to push creative boundaries without sacrificing quality, timelines, or budget.



## CORE SERVICE OFFERINGS

### AI Video Generation

Create photorealistic video sequences - creatures, environments, crowds, weather, destruction, or any scenario that would be cost-prohibitive with traditional methods. Ideal for fantasy, sci-fi, period drama, and action genres.

### Creature & Character VFX

Generate and animate non-human characters-from dinosaurs and giraffes to mythological creatures, extraterrestrials, and fantastical beings-and composite them seamlessly with AI-generated visuals.

### Scene Extension

Expand physical sets digitally. Transform a small studio into a sprawling cityscape, ancient temple, or alien landscape. Save significantly on location and set construction costs.

### De-aging & Face Work

AI-assisted de-aging, digital doubles, and facial reconstruction for flashback sequences, stunt replacement, or continuity corrections.

### Concept Visualisation

Pre-visualise complex sequences during pre-production. Rapidly generate storyboard-quality motion previews to pitch scenes, plan shoots, or communicate vision to cast and crew.



## Trailer & Promo Content

Create high-impact AI-generated content for film trailers, promotional reels, social media teasers, and theatrical poster art.

## AI-Assisted Post Production

Speed up colour grading, rotoscoping, background removal, and object tracking through AI-powered post-production workflows.

## Custom AI Workflows

For productions with unique needs, DCI AI Studio can design custom AI pipelines tailored to your specific creative brief and technical requirements.

## Motion Control

Create precise, repeatable camera-style movements for cinematic shots, transitions, and visually consistent sequences. Ideal for product films, virtual shoots, action scenes, and premium branded content.

## AI-Generated Autoplay Subtitles

Generate accurate, styled subtitles automatically for videos, reels, promos, and social content. Improve accessibility, viewer retention, and silent-play engagement across platforms.



# WHY CHOOSE DCI AI STUDIO FOR YOUR FILM?

## The Advantages

- Cinema-grade output - our AI work holds up on the big screen
- Faster delivery than traditional VFX pipelines
- Significantly more cost-efficient than CGI studios
- Creative-first approach - technology serves the story
- Experienced team who understand film language
- Flexible collaboration model: full production or specific scenes

## Ideal For

- Tamil, Telugu, Hindi & regional language productions
- Independent filmmakers with creative ambitions
- Producers seeking VFX without studio overheads
- Directors who want to test bold, unconventional ideas
- OTT originals requiring cinematic production value
- International co-productions needing AI-augmented content

## OUR PHILOSOPHY

"AI in filmmaking isn't about replacing creativity. It's about pushing boundaries and making the impossible a reality on screen."

We don't bring AI into a film to show off technology. We bring it in to solve creative problems that couldn't be solved any other way - or to solve them faster, cheaper, and better than the alternatives. Every tool is chosen for the story, not the other way around.

