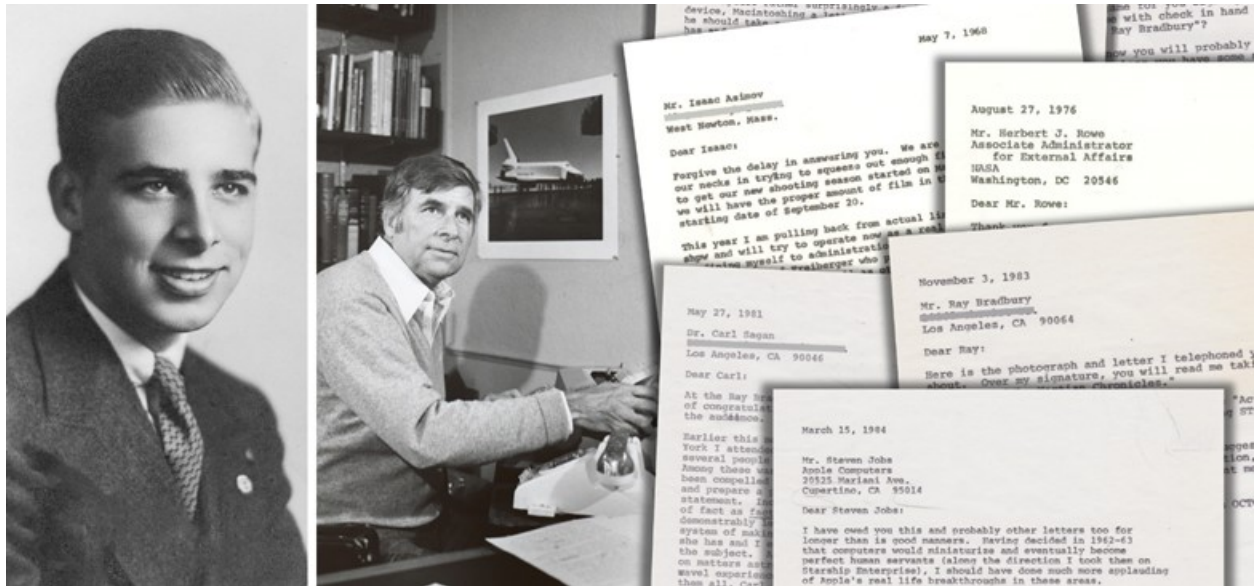


The Gene Roddenberry Estate and OTOY Preview 'The Roddenberry Archive' - 100 years after the birth of Star Trek's creator – in anticipation of the Century Ahead



Subhead: *The Roddenberry Archive is a multi-decade collaboration between The Gene Roddenberry Estate and OTOY - curated by legendary Star Trek artists and authors Denise and Mike Okuda, Daren Dochterman and Doug Drexler - to memorialize the entirety of Gene Roddenberry's life, legacy and creative work for future generations to use on the blockchain.*



LOS ANGELES, CA – August 12th, 2021

In celebration of Gene Roddenberry's forthcoming Centennial, the Gene Roddenberry Estate, OTOY and iconic *Star Trek* artists Denise and Mike Okuda, Doug Drexler and Daren Dochterman unveil 'The Roddenberry Archive' - a multi-decade collaboration to collect and preserve Gene Roddenberry's legacy at the highest levels of fidelity and historical accuracy.

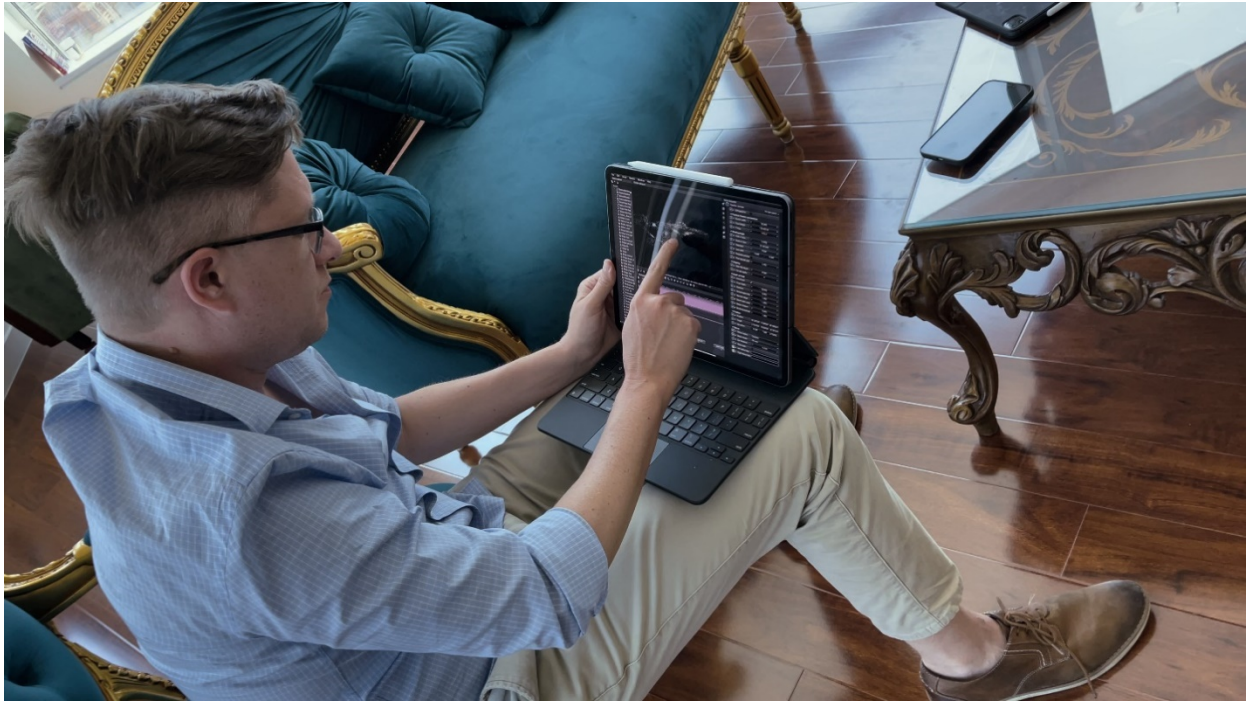
The Roddenberry Archive is cataloguing key texts and documents from Gene Roddenberry's life and career as well as canonically memorializing quiescent reference 3D models of the *Starship Enterprise* – including studio models as filmed on set and life-size 1:1 scale 'in Universe' versions. In the years ahead, the archive will continue to map out iconic reference designs from the Gene Roddenberry era of *Star Trek* - which includes the original *Star Trek* television series, the original six *Star Trek* motion pictures, and *Star Trek: The Next Generation* as well as its direct spin-offs.



The archive will capture deep 3D asset metadata from assets, images, blueprints, and models using [RNDR](#), OTOY's blockchain GPU computing network. In order to capture original studio and physical assets at the highest level of photographic fidelity, the archive will leverage OTOY's [LightStage](#) Academy-Award-winning facial scanning service, generating the first comprehensive lighting and reflectance data set for future archival use



Iconic artist Mike "Beeple" Winklemann is joining the Roddenberry Archive project as a creative consultant, and, alongside legendary painter and illustrator Alex Ross, will help commemorate the Roddenberry Archive and cross-link it to both the Alex Ross and Beeple RNDR Archives announced earlier this year.



Beeple reviews the Roddenberry Archive's reference USS Enterprise

The Roddenberry Archive team is further collaborating with holographic display pioneer, [LightField Lab](#), to recreate a projected life-sized representation of the *Starship Enterprise* indistinguishable from reality on one of the world's first fully immersive holographic installation experiences.

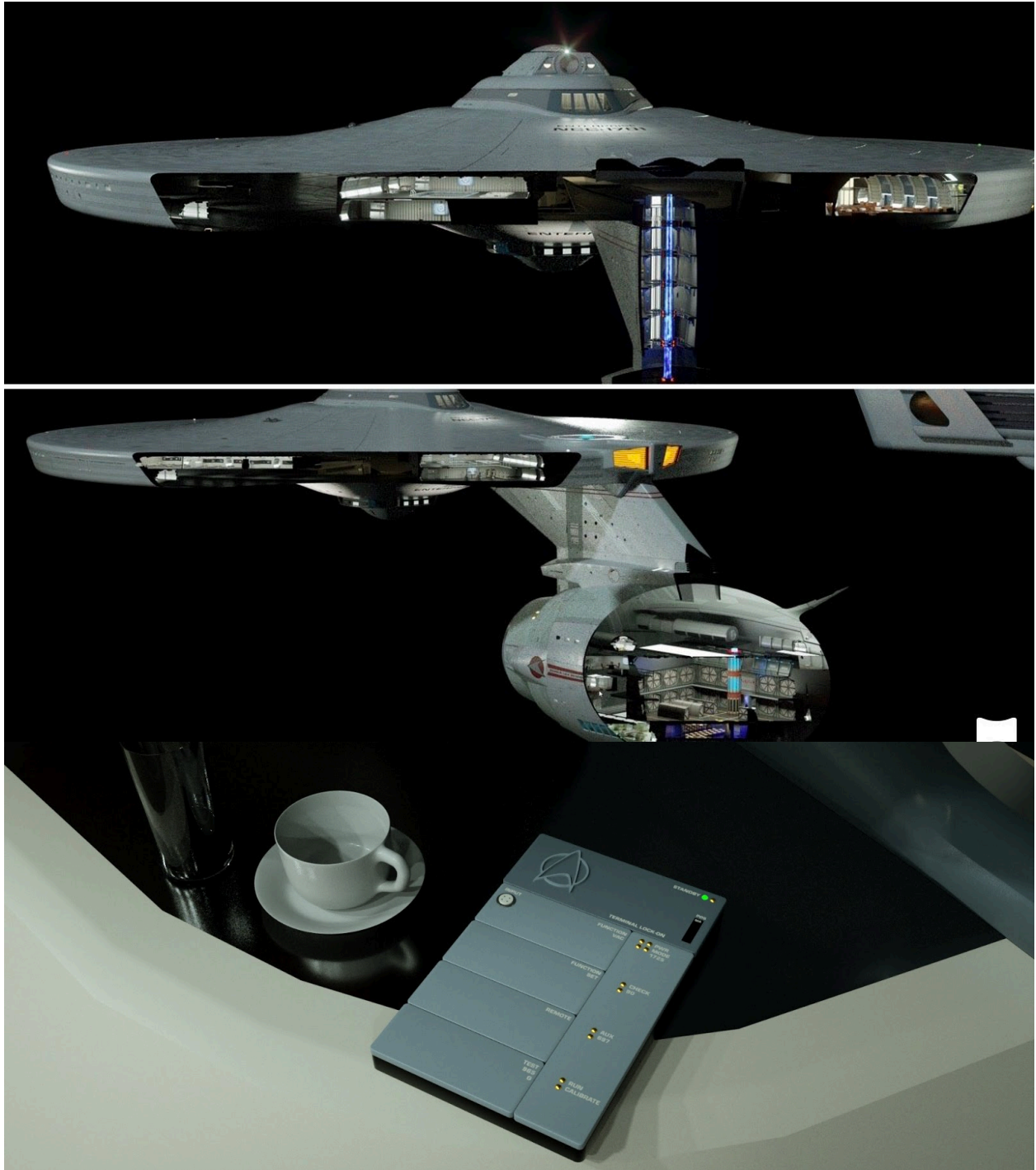
According to Rod Roddenberry, "I cannot think of a more capable and innovative company to trust with these materials. OTOY's work will allow generations to experience my father's contribution to humanity with the greatest historical accuracy possible. This project will protect an optimistic vision of the future, that has inspired so many and remains so important today."

Denise and Mike Okuda, *Star Trek* artists and authors of the *Star Trek Encyclopedia*, said, "we are delighted that Gene Roddenberry's work is being collected and preserved for future study. In particular, we are excited that reference models of his most famous creation, the *Starship Enterprise*, will not only allow future fans to experience the magic of Gene's imagined universe, but it will allow this icon of science fiction to be preserved so it can be re-created authentically in years to come." The Okudas added, "Gene's work was not only an important part of popular culture, but his creations - including *Star Trek* - have to show us that science and technology can enable a brighter future for humanity if we work hard, and if we are ethical and compassionate."



Mapping out the life-size USS Enterprise in maximum detail. The Roddenberry archive includes records of covering the 8-foot/11-foot physical studio models shot on film (in the possession of the Smithsonian and Jeff Bezos, respectively), as well as a 1:1 scale in Universe model with all sets and rooms seen on film. An additional layer includes areas of the ship not on seen on film, but that the curation team collectively agrees reflects the likely continuity of such assets being placed there, from reference designs, blueprints and 30 years of research, as noted in the weekly meeting minutes which are stored in the archive.

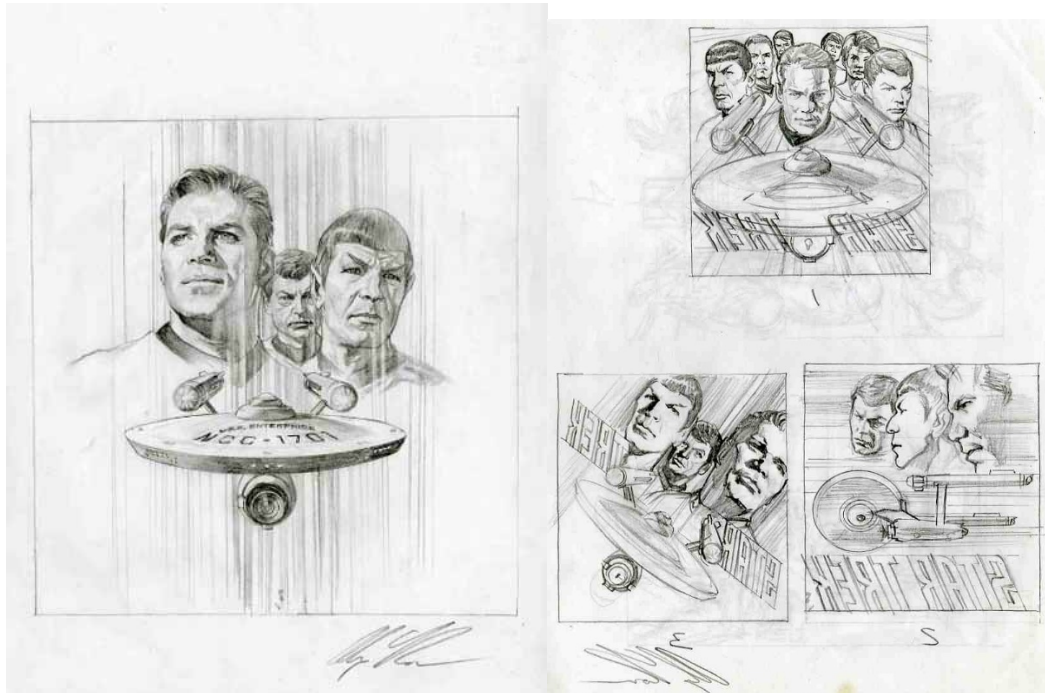
Founder and CEO of OTOY, Jules Urbach said, “When watching *Star Trek*, I was inspired by Gene Roddenberry’s belief in human ingenuity, creativity and imagination to leverage technology to push the boundaries of what we can accomplish as a civilization.” Urbach added, “At OTOY, our mission to develop technologies that empower artists to realize their creative visions is deeply inspired by Gene. It is an absolute honor to use these same technologies to preserve and bring his legacy to life for future generations. Growing up with Rod and spending so much of my formative years in the Roddenberry household makes this a deeply personal project for me as well.”



Above: WIP 1:1 scale cutaway of the Motion Picture USS Enterprise; Bottom: Captain Kirk's coffee mug on the USS Enterprise. (Neil F. Smith/OTOY)

Founder and CEO of Light Field Lab, Jon Karafin noted, "There is no better way to commemorate Gene Roddenberry's legacy than recreating his vision with holographic technology. Imagine one day being able to experience iconic moments from *Star Trek* as if you were aboard the *Enterprise*." Karafin added, "We are on a mission at Light Field Lab to redefine the way people experience media with real holograms that until today existed only in science fiction. We are honored to take part in the Archive project."

Discussing his involvement with The Roddenberry Archive, Beeple said, “I am very excited to support Gene Roddenberry’s and Alex Ross’ respective RNDR archives, which like my own, help preserve a creator’s lifetime of work and concepts on the blockchain in maximum detail.”



Art by Alex Ross

A preview of The Roddenberry Archive will be announced at [Creation](#) in Las Vegas, on a panel at 3:45PM PT Friday 8/13 featuring Rod Roddenberry, Denise and Mike Okuda, Daren Dochterman, and Jules Urbach. The public can also visit roddenberry.x.io to view an introductory video about the project and get additional details about the archive, including blogs, behind the scenes production photos, and more.

About OTOY®, Inc.

OTOY Inc. is the definitive cloud graphics company, pioneering technology that is redefining content creation and delivery for media and entertainment organizations around the world. OTOY’s Academy Award®-winning technology is used by leading visual effects studios, artists, animators, designers, architects, and engineers, providing unprecedented creative freedom, new levels of realism, and new economics in content creation and distribution powered by the cloud.

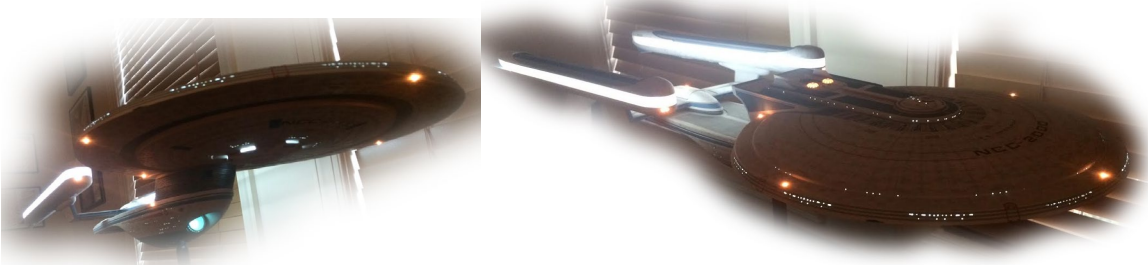
About Light Field Lab, Inc.

Light Field Lab is building the world’s most innovative holographic platform with the mission to enable the holographic future. Starting with the holographic display, Light Field Lab is reinventing the very fabric of visual communication with a roadmap of technologies to seamlessly merge real and virtual worlds together. Based in San Jose, CA, Light Field Lab is backed by top-tier venture firms including Khosla Ventures, Verizon Ventures, Bosch Venture Capital and Samsung Ventures. For further information, visit www.lightfieldlab.com. You may also connect with Light Field Lab on Facebook (facebook.com/LightFieldLab), Twitter (twitter.com/LightFieldLab).

Supplementary Images:



Scanning Star Trek "Planet of the Titans" physical model in OTOY's LightStage



Next scan: The USS Excelsior physical filming model (courtesy Adam Schneider)



USS Enterprise (c. 2272) - Cutaway (Neil F. Smith + D. Dochterman, Mike Okuda/OTOY)



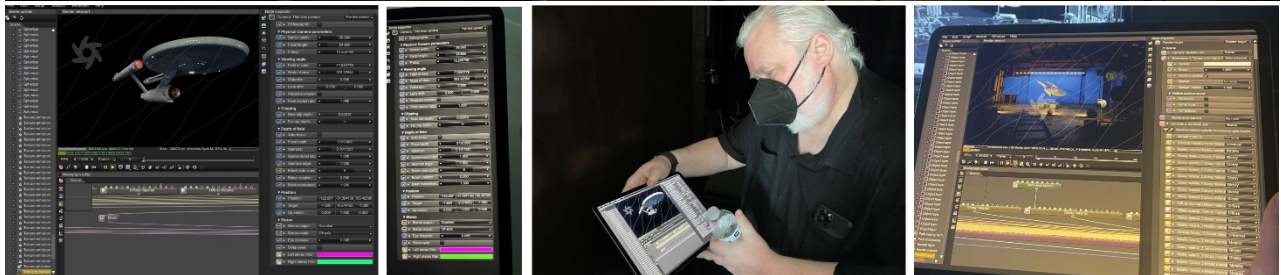
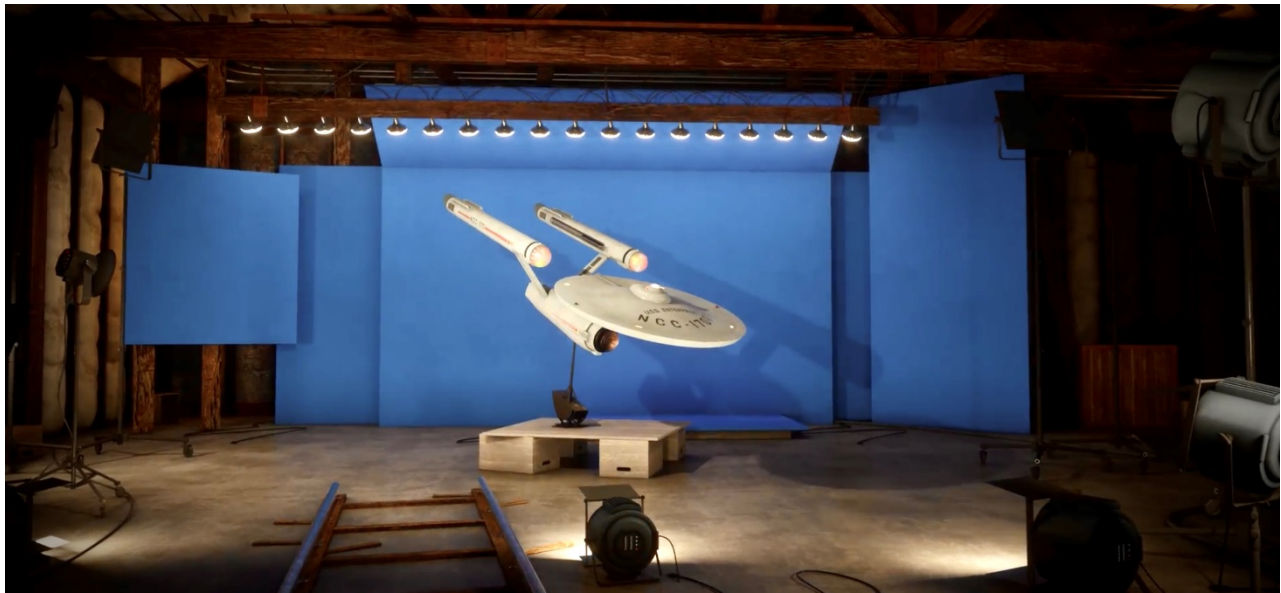
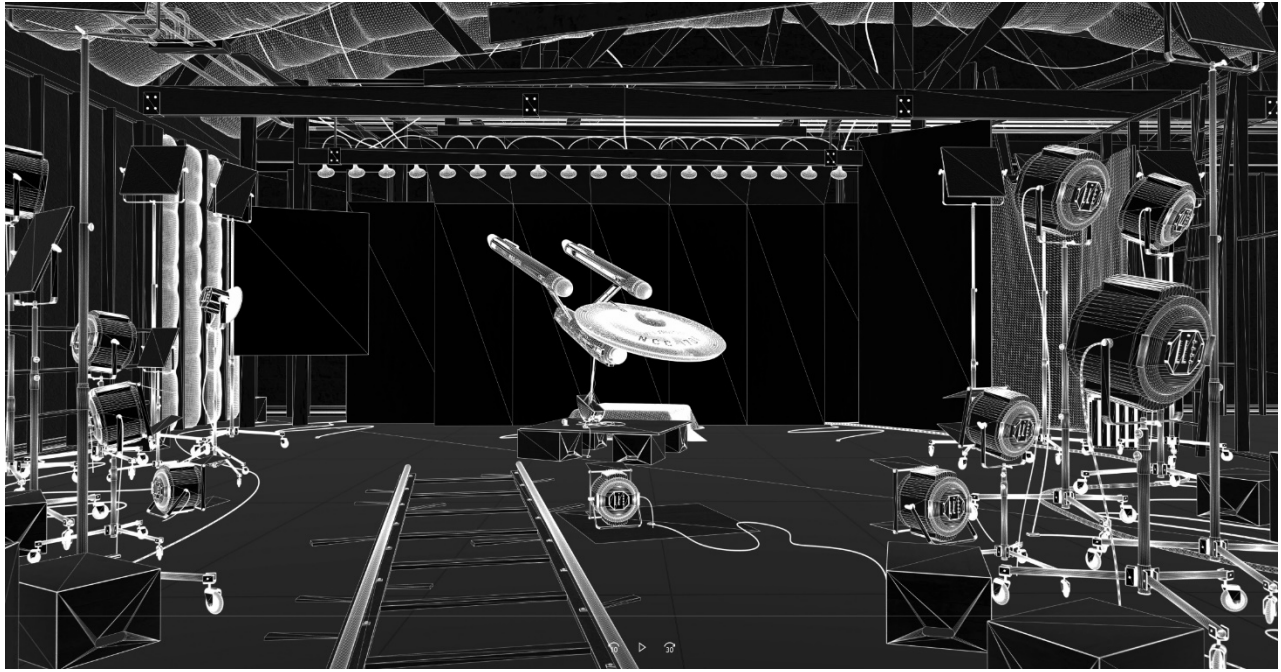
USS Enterprise (c. 2272) - Recreation Deck (Neil F. Smith + D. Dochterman, Mike Okuda/OTOY)



USS Enterprise (c. 2272) Bridge Interior (Donny Versiga/OTOY)



USS Enterprise (c. 2272) Bridge Interior (Donny Versiga/OTOY)



Daren sets up the original camera parameters for the TOS studio model as it was filmed (above running on iPad M1)

The Roddenberry Archive Mission Statement

(Revision Date: 8/4/2021)

The Roddenberry Archive seeks to honor the work and career of Gene Roddenberry by documenting and presenting key aspects of his work, including *Star Trek* and other productions. The initial phase of the project will use innovative technologies to create authoritative reference models of the *Starship Enterprise*, an iconic design central to Roddenberry's work. The project aims to preserve and present this information for:

- 1) Those studying Roddenberry's career now and, in the future.
- 2) For those who appreciate his work and simply want to experience a part of his invented worlds.
- 3) For posterity to provide accurate information for those involved in future productions and other projects based on Roddenberry's work.

Initial Scope and Implementation

Initially, the Roddenberry Archive will seek to create models of *Starships Enterprise* from the Gene Roddenberry era of *Star Trek*: the original *Star Trek* television series, from the original six *Star Trek* motion pictures, and from *Star Trek: The Next Generation*. These models will be intended to serve as reference for future researchers and for future film, television, and other productions.

These reference models will initially be created in two primary versions. The first, which we call "**production versions**" of the models, will represent the ships as they were built as visual effects models - physical or digital - used in the production of the various episodes and films. A second, related version of each ship, which we might call "**in-universe versions**," will represent the theoretical, imaginary versions of each ship as we imagine we saw them on screen. These second versions will involve the addition of some details that were not actually present on the filming models.

These reference models will be created as accurately as possible and will use formats believed to be the most likely to remain useable and readable for the foreseeable future. As much as possible, these files will use formats and media intended to preserve the option for use with presentation techniques available in the future.

More on the Digital Reference Models

Production versions will accurately represent the limitations of the various models such as limitations of resolution and detail, and apparent flaws that existed in the actual models. These models will be of importance to those studying popular culture and filmmaking techniques, including the actual production of the *Star Trek* shows.

In-universe versions will fill in some of the details that were not present on the actual models. These models, when enlarged to theoretical full size, would exhibit the details (such as hull plating and room interiors seen through windows) that we imagine we might see standing next to a real starship. These added details should all be closely based on visual information seen in the episodes and films themselves. In other words, a *Star Trek* fan seeing this material should accept that this is material that is authentic to the episodes and movies. These in-universe versions will be of interest to those wishing to experience a fully realized version of Gene Roddenberry's vision of the future. These models may also be of use to future filmmakers seeking to create accurate representations of these iconic vehicles.

Distribution will use innovative techniques such as VR/AR and holographic display panels. Care will be taken to observe the intellectual property rights of the various rights holders, including such entities as Paramount Pictures, CBS, and the Roddenberry estate.

Possible Future Expansions of Scope and Implementation

As time and resources permit, the Roddenberry Archive project intends to expand its scope to include areas such as:

- Interior sets of the three key ships, both as actually built for filming, and the theoretical versions that we imagine we saw on screen.
- Exteriors and/or additional ships and visual elements of significance from the Gene Roddenberry era of *Star Trek*.
- Acquiring and archiving documents and other key materials from other significant Roddenberry properties and work, possibly including such non-*Star Trek* work as *The Lieutenant*, *Have Gun Will Travel*, *Questor*, and *Genesis II* that may be of interest to those studying Roddenberry's work and career. The Roddenberry Archive will seek to employ innovative technologies to ensure that this reference material will be preserved and protected into the future.