

Electro-Shock | Martin Matulík



SUMMARY

Slug-line:

Educational film clarifying biological effects of electromagnetic fields.

Description:

Immersive journey revealing biological effects of electromagnetic fields: From biophysical interactions on sub-atomic level (electron spin) through chemical changes (generation of free radicals) leading to serious diseases (cancer), representing risks that can be effectively mitigated by precautionary practices.

Release Date: 17.10.2020

Genre: Educational, Animated documentary, 3D CGI

Platform: Digital Video (Full HD)

Price: FREE for a non-commercial usage

Website: www.555Production.cz

FEATURES :

- **Modern educational film** based upon extensive review of the available scientific literature
- **Hollywood-class treatment** of cutting-edge research findings
- **Unifying form** for general public and health professionals

- **Fascinating journey** into bio-physical interactions of modern technologies with humans
- **Immersive experience** with world-class visualization of complex scientific concepts
- **Revelatory narrative form** of human biology in the context of specialized knowledge

- **Enjoyable 50 minutes** containing whole semester of complex curriculum

ASSETS :

Trailer: www.555Production.cz/electro-shock.html

Gallery: www.555Production.cz/assets/electroshock-gallery.pdf

Release: www.555Production.cz/assets/PressRelease-ESH-EN.docx

AUTHOR :



Martin Matulík, MSc.
555 Production

Contact Info:

+420 779 970 724

Matulik.martin@gmail.com

Rašínovo nábřeží, Praha, 128 00

Biography:

I am **passionate audio-visual storyteller** leveraging emerging technologies for making education truly entertaining by immersive experiences.

My expertise is based on the experience in the multimedia field (digital graphics, filmmaking crafts, computer sciences), complementary pedagogical education and a broad perspective.

I have dedicated my bio-medical engineering studies to the health effects of electromagnetic fields, science popularization and virtual cinematography.

TREATMENT :

Animated educational film clarifying the biological effects of electromagnetic (EM) fields for general public and health professionals. The aim is to make current **scientific knowledge available for everyone** and open a public debate on the **health risks of modern technologies**.

Together with a **continuous PoV camera**, we discover the most fundamental mechanisms of EM fields interacting with specific parts of the human body. In each chapter we start with the **basic biological knowledge** (cellular respiration), then reveal the bio-physical **mechanism of interaction** at the sub-atomic level (electron spin change) and subsequent bio-chemical changes (free radical formation) that can lead to **serious diseases** (cancer). The final chapter outlines most suitable approach to adjust legislation for **mitigating the risks** based on the contemporary science (the precautionary principle).

The visuals are based on **digital 3D animation** (CGI) in three planes (foreground, middle plan, background) + **2D graphic** elements added during editing process. The audio component consists of **spoken commentary** (mono), accompanied by **sound effects** (stereo) and background **music** (stereo). The credits and **scientific literature** are formulated according to the Harvard citation standard.

PRODUCER STATEMENT :

Author films rarely help **popularizing science** by Hollywood-class treatment of cutting-edge research findings. The Electroshock is a **fascinating story** based upon extensive review of available scientific literature.

Revelatory narrative form provides a basic understanding of cell biology in the context of specialized knowledge, thus allowing general public to **understand interconnectedness** of biophysical mechanisms with biochemical changes and health consequences of exposition to electromagnetic fields, while **deepening the knowledge** of health professionals.

This modern educational film provides an **immersive experience** with world-class visualization of complex scientific concepts. A semester of complex curriculum in **enjoyable 45 minutes**.

DIRECTOR STATEMENT :

During my university studies, I was **shocked** that legislation protecting public against harmful effects of modern technologies is not entirely consistent with the current level of scientific knowledge. I decided deep **dive into the topic**, perform a **massive review** of scientific literature and make conclusions **available to anyone** in an attractive, understandable and transparent way.

My intention is introducing this important topic into the **public debate** by my combination of **bio-medical expertise**, pedagogical education and filmmaking experience. For explaining the topic from bio-physical mechanisms on atomic level up to whole-organism effects, a 3D animation with voice commentary proved as the most suitable form.

We are using electronic devices, such as smartphones, every day in an ever-increasing rate. Since 5G wireless network and innovative smart devices are slowly coming into our lives, **health risks should be publicly known**, so we can **safely use modern and emerging technologies** for our daily activities.

FILMOGRAPHY :

REBORN: Short cinematic movie narrated as a suspenseful psychological drama with a masterful storytelling allowing unique interpretations based on the viewer's past experiences.

ZAKARPATIA: UKRAINIAN ODYSSEY:

Short auteur film evoking the atmosphere of the Transcarpathian Ukraine.

The last pre-revolutionary film revealing the Transcarpathian soul in its full beauty...

SWIFT INTRODUCTION INTO BIO-MEMS: Innovative live-lecture recording that reveals the present state of cutting-edge biotechnologies, current challenges and possible benefits.

ULTIMATE TABLET SCREEN REPAIR VIDEO-GUIDE: Instructional movie providing professional insights and best practices for DIY tablet screen repair.