

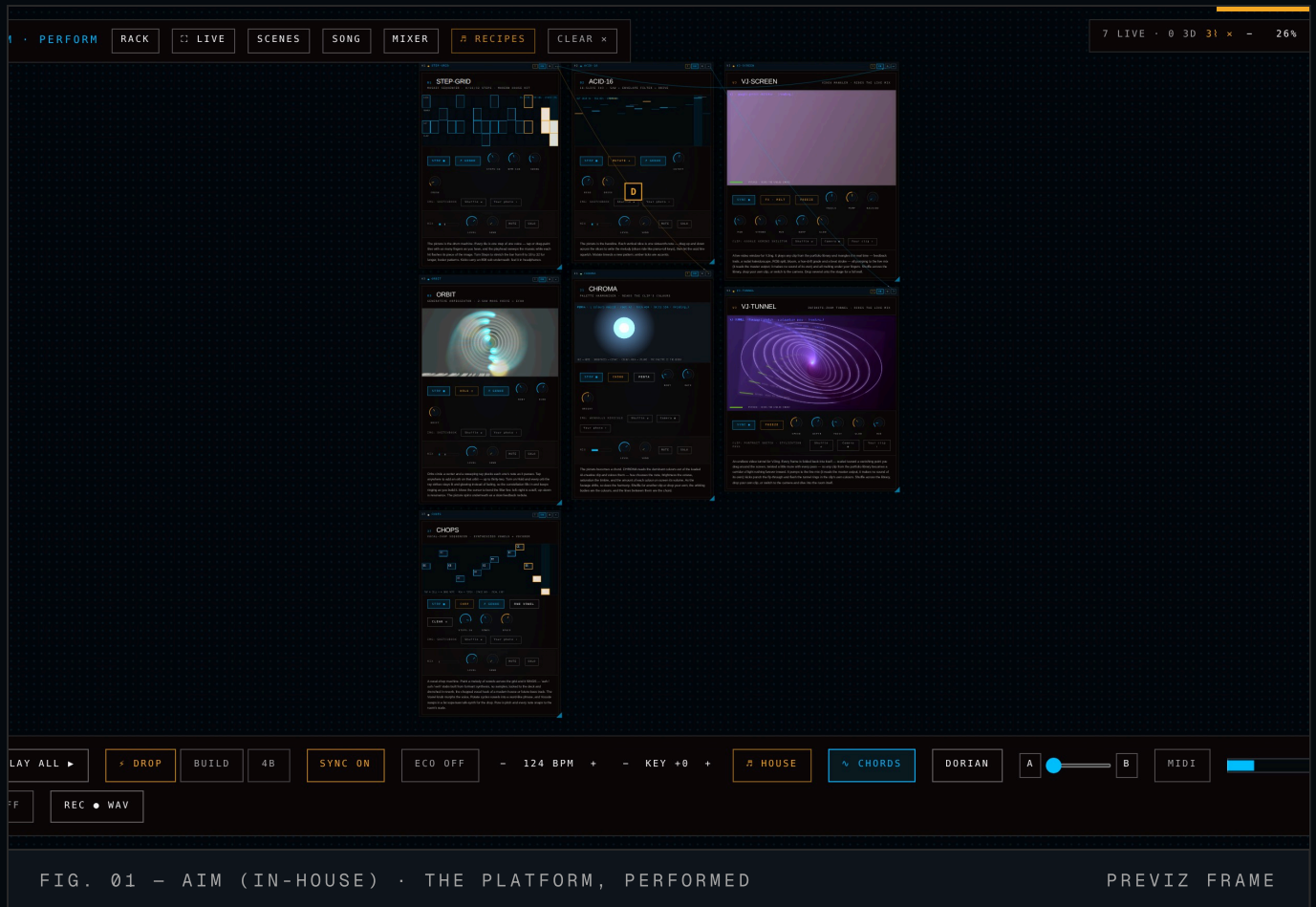


FIG. 01 - AIM (IN-HOUSE) · THE PLATFORM, PERFORMED

PREVIZ FRAME

The portfolio is the instrument.

AIM (IN-HOUSE) · THE PLATFORM, PERFORMED

The world's first portfolio you can play live on MIDI hardware: forty-three browser-synthesized instruments, one clock, one key, mixed like a set. Every screenshot on this page was captured from the running site — and further down, the instruments themselves are embedded, live.

THE CHALLENGE

Every studio's website says the same thing: we care about craft. The claim is unfalsifiable — a reel proves you finished something once, not that the taste is in the building. AIM wanted a portfolio that demonstrates craft instead of describing it: if the studio's whole thesis is sound × image directed as one system, the site itself should be playable proof.

THE PREVIZ APPROACH

So we built the proof into the site. Forty-three instruments and four VJ machines, every voice synthesized in the browser — no samples, nothing leaves your device. A harmonic lock keeps all of them in one key on one clock, with chord progressions conducted across the whole room. Recipes load pre-patched bands in one tap; scenes and song mode arrange a set; cloud rigs make any board shareable by link; and MIDI learn maps hardware onto roughly a hundred and forty knobs — so the portfolio is performed, not browsed.

OUTCOMES

BASIS NOTED PER FIGURE

43

INSTRUMENTS, ZERO SAMPLES

Counted from the codebase: forty-three numbered instruments in the registry, every voice synthesized in the browser with Web Audio.

20

VIDEO FX MODES

Counted from the codebase: twenty FX modes on the VJ engine — feedback transforms, geometry remaps, and hard grades riding the live mix.

18

ONE-TAP BANDS (RECIPES)

Counted from the codebase: eighteen pre-patched boards — load one and it starts playing as a band.

1st

PORTFOLIO PLAYABLE ON MIDI HARDWARE

As far as we know — and we checked cheerfully. Plug in a controller, MIDI-learn a knob, and play the studio's website like a rig.

01 /

The claim

A portfolio is a set of promises about what a studio would do with your brief. AIM's promise is that sound and image are one directed system — so the site makes that promise falsifiable. The /perform stage is an infinite board where the studio's instruments are dropped, patched, and played as one room: a drum machine sidechains a bassline, a palette harmoniser reads the reel's colours into chords, a video tunnel pumps to the master output.

The hero image above is not a mockup. It is a screenshot of the HOUSE SUNRISE recipe playing — captured from the running site, the same board any visitor can load in one tap.

02 /

One clock, one key

Forty-three instruments improvising together should be mud. The reason it isn't is the same discipline PREVIZ applies to film: lock the invariants, then let the performance move inside them. One transport clock drives every sequencer, so polymeter reads as groove rather than chaos. One harmonic lock quantizes every voice — synths, arpeggiators, even the physics toys — to the deck's key and scale, and a conductor walks chord progressions across the whole room at once.

The math is unglamorous and absolute: every note every instrument can emit passes through the same quantizer, so the worst a visitor can do is play something consonant. Craft as a system, not a take.

03 /

Play it anywhere

Plug a MIDI controller into your browser and the rig becomes hardware: MIDI learn maps any knob on screen to any knob on your desk — around a hundred and forty targets across the room. Scenes snapshot a board; song mode chains scenes into an arranged set; cloud rigs save the whole thing behind a shareable link, so a board built in Los Angeles opens ready-to-play in Tokyo.

And because it all runs on Web Audio and canvas, there is no install, no plugin, no login. The portfolio performs on the first click — which is, in the end, the studio's whole argument about craft.

"Sign off on motion was the pitch. This is the encore — the whole studio, played live."

— AIM · PLATFORM NOTES

Bring PREVIZ to your next production.

[AIMWORLD.AI/CONTACT](https://aimworld.ai/contact)

REPRESENTED WORLDWIDE BY **ATRIBUTE**