

Gizmify Media Plane :: Fact Sheet

Overview

Gizmify Studios is a Vancouver-based animation-tool developer, dedicated to giving artists and studios workflows that let them focus on creative choices rather than technical friction.

Gizmify Studios' flagship tool, Media Plane, makes it possible for animation artists to work with video files directly inside Autodesk Maya — eliminating the previous need to convert video footage into image sequences.

Gizmify Studios: re-designing animation tools so artists can animate, not waste time on formalities.

Media Plane Info

“Bring your video file — not thousands of images — directly into Maya.”

Media Plane is a Maya plugin that allows you to import and scrub through video files directly on a plane in your Maya scene. Instead of converting video reference or animatic footage into hundreds of still images, you load a single video file into the Media Plane node and it behaves like a video player in-scene — saving time, saving disk space, and integrating seamlessly into your animation workflow.

Quote by founder

“We built Media Plane to remove one of the oldest bottlenecks in Maya animation — converting video references into image sequences. It's about bringing immediacy to the workflow.” — Sergey Berengard, Head Developer & Founder, Gizmify Studios.

Key Features

- Direct video support: Load standard video formats such as .mp4, .mov, .mkv, etc., and play them inside Maya without extracting image sequences.
- Real-time playback: Designed and tested at 60 fps+ of real-time playback via a custom caching system for smooth scrubbing and footage viewing.
- Scene frame-rate matching: If your Maya scene is set to 24fps and your video is 30fps, Media Plane can read the video and map it to your scene frame rate automatically.
- Post processing features: Crop, Flip and Playback modes: Forward, Reverse and Ping Pong.
- Platform support: Works with Maya 2018–2026 on all major platforms, Windows, macOS and Linux; Apple Silicon macs supported only on versions 2024-2026.
- Artist-friendly licensing: One-time license ownership (no subscription). Free evaluation mode, then tiered licenses for individuals, teams and studios.

Specifications / Requirements

- Supported Maya versions: 2018-2026 (with Apple Silicon supporting only versions 2024-2026).
- Supported platforms: Windows (x86-64), macOS (x86-64), macOS (arm64) and Linux (x86-64).
- Video formats supported: .mp4, .mov, .3gp, .mkv, .webm, .avi, .mpeg, .flv (via FFmpeg).
- Image formats supported: .jpeg, .png, .tga, .bmp, .iff, .tiff, .exr, .rgb, .psd (through Maya natively).

Pricing & Licensing

- Free (evaluation) tier: \$0, for non-commercial use only; limited to 24 frames & one node in Maya scene.
- Individual Artist License: \$9.90 (launch discount, original: \$14.90) — commercial use by a single artist; unlimited video length; unlimited nodes in a Maya scene.
- Small–Medium Team License: \$214.90 (launch discount, original: \$249.90) — for teams up to 20 artists; includes all Individuals tier features + tier specific features; earlier access to new features; higher support priority.
- Studio License: \$1,424.90 (launch discount, original: \$1499.90) — for studios with more than 20 artists; all previous features; highest priority support (one-on-one calls); Tier 3 early access features.

FAQ

Q: What problem does Media Plane solve?

A: Animators often need to reference live-action footage or storyboards. Traditionally, this meant exporting hundreds or thousands of still frames — slowing down the actual animation process and wasting storage. Media Plane eliminates that step by playing actual video files directly in Maya.

Q: Is Media Plane a standalone app?

A: No. It's a Maya plugin that adds a new node type, MediaPlane, which behaves like an image plane but supports video formats.

Q: Which versions of Maya are supported?

A: Maya 2018 – 2026 on Windows macOS and Linux. Apple Silicon macs support only Maya 2024 - 2026.

Q: What video formats work?

A: MP4, MOV, 3GP, MKV, WEBM, AVI, MPEG and FLV — any format supported by FFmpeg.

Q: Can reviewers get a free copy?

A: Yes. Accredited reviewers and journalists can request a complimentary license by contacting press@gizmify.ca

Q: Where can we download screenshots and logos?

A: All press assets (logos, screenshots, and video clips) are available in the Media Plane Press Kit ZIP package.

Press Releases & News

- <https://gizmify.ca/blog/behind-the-scenes/video-in-maya-no-way>
- <https://animationresources.jp/6143/>
- <https://3dnchu.com/archives/gizmify-media-plane/>
- <https://medium.com/p/a637fa61959b>