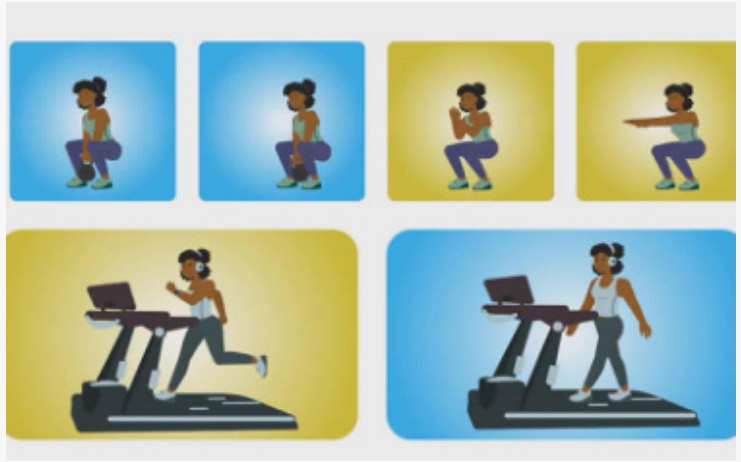
YUANWEILAI

AI films, animation and immersive experiences







The studio

We produce AI dramas, films and advertising for brands, e-commerce and overseas audiences. Our work combines AIGC with filmmaking, 3D modeling, interactive experiences and VR / AR.

We support both production at scale and custom projects.

35 full-time employees

- 2 directors
- 2 screenwriters
- 4 AIGC visual directors
- 4 art directors
- 8 AI storyboard artists
- 8 AI image-generation and editing specialists
- 5 post-production specialists
- 1 producer
- 1 business development specialist



30+
OPC incubation participants

30+
External technical specialists

Guo Xinyi

National First-Class Director

Chief Director
Yuanweilai Digital Technology Co., Ltd.

Director and executive
Zhongying Film & Television Media Co., Ltd.

Graduated in directing from the Central Academy of Drama and a film academy in France. Previously directed a Tang-painting reconstruction project.

Born April 1, 1986



Selected career milestones

2010-2011

Directed the stage plays Faces and Hou Yi Shoots Down Nine Suns (2010), and the television series Stories of China (2011).

2014-2015

Stage director for Gone with the Bullets (2014). Supervising producer on Summer, Fall in Love Like a Star, Star Dream Factory and other productions (2015).

2018-2020

Planned study programs and directed Family Education (2018). On-site director, Zone 2, PRC 70th-anniversary National Day parade (2019). His team established Xipai Art (2020).

2021

Created Shanghai Chronicles for the CPC centenary, Qin Qiong Sells His Horse, Little Stories of China and the dance drama Legend of Chu and Han.

Directed Sanjin Cultural Chronicles in November, jointly produced by the Shanxi Department of Culture and Tourism and Phoenix New Media's Shanxi channel.

2022

Directed Homeward Sounds and Coming Home! A Talk with Xiong Zhaozheng in January. Hosted by the Publicity Department of the CPC Linfen Municipal Committee and organized by the municipal culture and tourism bureau and Phoenix New Media's Shanxi channel.

Production capabilities

AI drama

Script development
S-tier landscape mid- and long-form dramas for iQIYI
S- / A-tier vertical short dramas
Branded and e-commerce short dramas and films

2D / 3D animation

Premium 2D / 3D short dramas
Animated picture-book stories
3D cultural-tourism films
Interactive film and game experiences

Commercial films

Cultural-tourism promotional films
Television commercials

VR / AR content

High-precision 3D modeling and product visualization
AI text-to-3D workflows simplify modeling and shorten timelines while preserving detail.



AI DRAMA / INTERACTIVE

Detective Di Renjie

Yuanweilai x Shanxi Culture & Tourism Group S+ tier interactive drama / game Mid- and long-form







AI DRAMA / BRANDED CONTENT

Little Dream Garden

Custom branded production S-tier landscape-format short drama



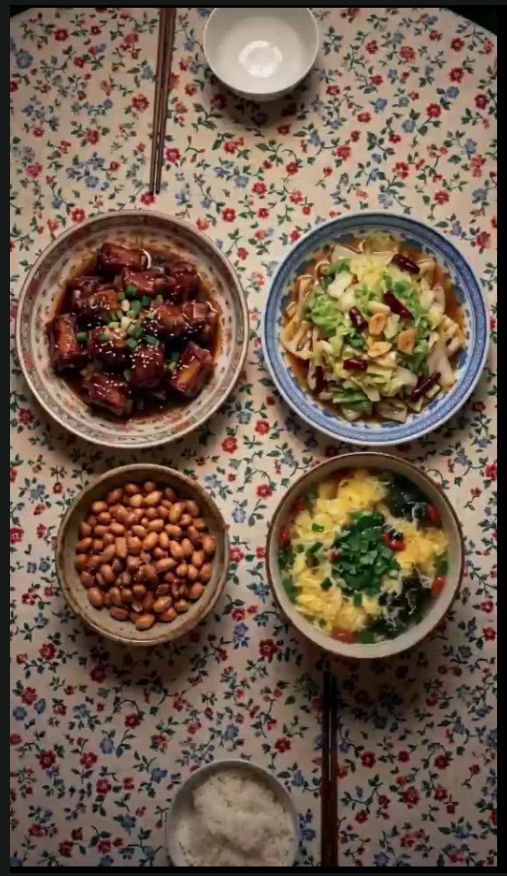
AI DRAMA

The Vanishing Radio Waves

S-tier landscape-format mid- and long-form drama

Vertical short dramas

A-tier productions







AI FILM / PUBLIC SECTOR

Public Awareness Film

Anti-cult awareness video for a public security bureau



2D / 3D ANIMATION

Guizhou Tourism

Cultural-tourism promotional film



3D ANIMATION

Immortal Master of Alchemy

Premium 3D animated drama

Watch on WeChat Channels

Highway Maintenance Operations Guide

Anhui Road & Bridge



Watch on WeChat Channels

Echoes of Shanxi

Ancient Souls, Everyday Life



Watch on WeChat Channels

Cultural-tourism promotional film



ANIMATED PICTURE-BOOK STORY

The Classic of Mountains and Seas: Dragon Boy

China Children's Publishing House project



ANIMATION

Big-Head Son and Small-Head Dad

CCTV Animation

Product advertising

Xishang
E-commerce

TECNO
Mobile phones

smart
Automotive

Beverage
advertising

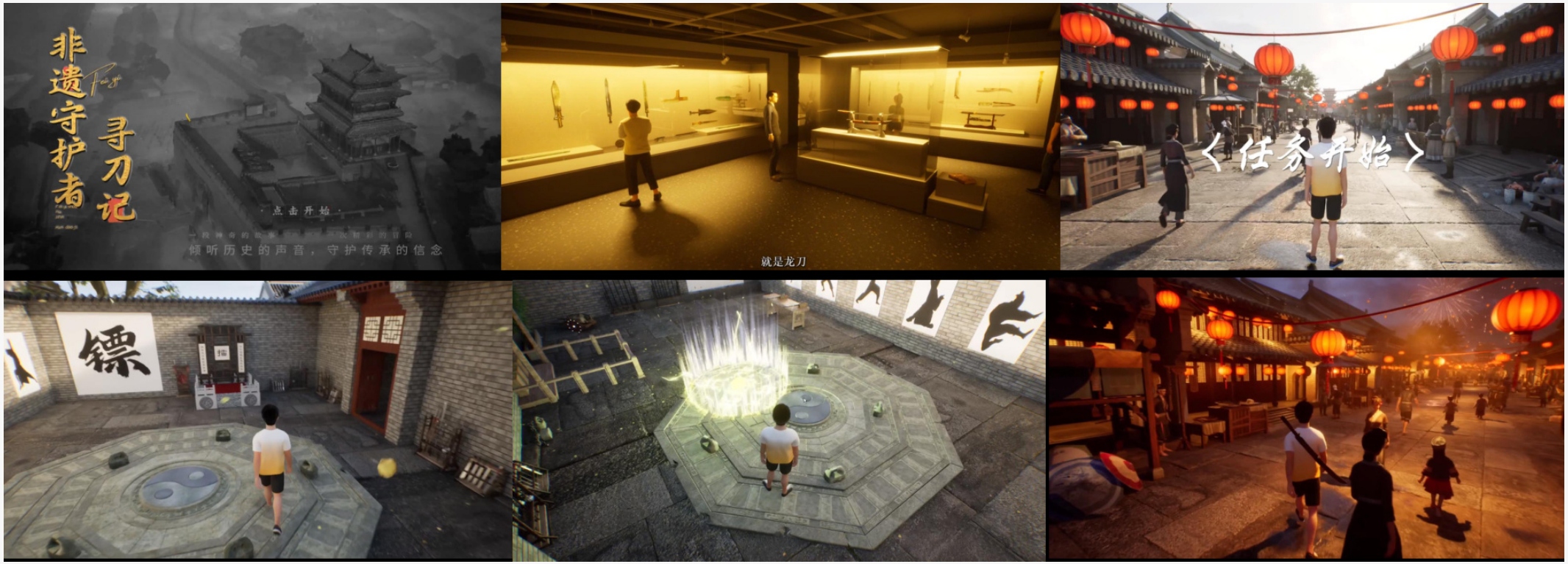


View advertising portfolio

Access code: vf69

A Quest for the Heritage Blade

VR development for Pingyao Weapons Museum



View VR portfolio

Access code: 41wm

Yuanxiaochuang AI Academy



YUANWEILAI

AI drama and animation
Commercial films
VR / AR experiences

Yuanweilai (Shanxi) Digital Technology Co., Ltd.