



VARYING REALITIES

At Vary Real Technologies, we deliver innovative solutions in game design, simulation, Web3, and VR/AR. Through consultation, training, outsourcing, and management, we bring your creative visions to life with cutting-edge technology and expert guidance.

Our mission is to return to the core of game design—encompassing art, narration, and beyond—while driving your projects forward with a modern, immersive approach.



About Us

Our Mission

At Vary Real Technologies, our mission is to revolutionize the digital space by providing tailored services that meet the unique challenges of each project. We empower our clients with innovative tools and expertise, driving their projects forward while returning to the core of game design—focusing on creativity, innovation, seamless execution, and, most importantly, fun.

Our Expertise

With over a decade of experience in game design, simulation training, and immersive technologies, Vary Real Technologies combines technical knowledge with creative vision to deliver exceptional results. Our team has extensive experience in 3D modeling, art direction, and project management, ensuring every project is executed with precision.

Why Choose Us

What sets us apart is our personalized approach to each project. We take the time to understand your needs and provide customized solutions that enhance your project's potential. Whether you need consultation, technical expertise, or long-term collaboration, we are here to guide you every step of the way.

Get in Touch

Let's work together to bring your ideas to life. Contact us today to learn how we can support your next project.



Process & Services

Step 1 - Initial Consultation

We begin with in-depth information gathering and problem identification. This includes a thorough analysis of the project scope and an evaluation of your company's operations to identify both known challenges and any hidden issues that may have been overlooked.

Step 2 - Solution Development

We collaborate with your teams to observe roles, behaviors, and workflows. Through consultation, we optimize processes, provide targeted training, and offer expert guidance to support project development and improve operational efficiency.

Step 3 - Execution and Delivery

We implement customized solutions by training your teams in updated techniques and strategies. Our approach ensures the adoption of innovative methods for addressing challenges, incorporating industry trends, gamification, and tailored strategies for game development, simulation training, and Web3 solutions.

Consultation

Vary Real Technologies provides expert consultation across game design, simulation training, Web3, and VR/AR. We offer guidance on art, design, optimization, story development, gameplay, and software selection, as well as team assessments and training in project management, art direction, and technical art.

Our services streamline workflows with pipeline optimization, ensure quality through testing, and enhance user engagement with UX design. We also conduct market analysis to align your projects with industry trends and offer post-launch support to keep your product evolving and competitive.



Services

Training

At Vary Real Technologies, we offer comprehensive training for 2D and 3D art teams. Our 2D training covers concept art, character design, art foundations, environment concepts, animation, and graphic design. For 3D, we provide instruction on high and low poly modeling, prop and vehicle models, environment and modular design, and animation. Additionally, we offer software training on industry-standard tools, and optimize creative workflows. Our management training covers project management, art direction, and team leadership, ensuring your teams are equipped for success.

Outsourcing

At Vary Real Technologies, we offer tailored outsourcing solutions for 2D and 3D projects. Our 2D services include concept art, graphic design, texture art, animation, pixel art, and character design. For 3D, we provide expertise in prop modeling, environment art, lighting, 3D sculpting, character and creature art, animation, VFX, and more. We connect our clients with skilled artists to ensure seamless project execution and high-quality results across every stage of production.

Retainer Services

Vary Real Technologies offers retainer-based services for clients seeking ongoing, hands-on support in project management, art direction, technical art direction, and consultation. Ideal for long-term projects, our retainer services provide continuous guidance and expertise to help your project grow, evolve, and succeed over time.



Case Study

Streamlining Art Production for a Web3 MMO Game

Client

Uthervers Digital Inc.

Challenge

The team needed to create assets for a Web3 MMO-style social live game, facing technical and stylistic restrictions while dealing with outdated software and inconsistent workflows across multiple departments.

Solution

- Targeted Training: I retrained teams in 3D modeling, environment design, and animation to adapt to the constraints of the MMO's real-time and scalable environment.
- Software Optimization: Implemented new, cost-effective software tools tailored to Web3 game development and trained teams for seamless integration.
- Pipeline Documentation: Developed standardized pipeline documents to maintain consistency and optimize production across all departments.

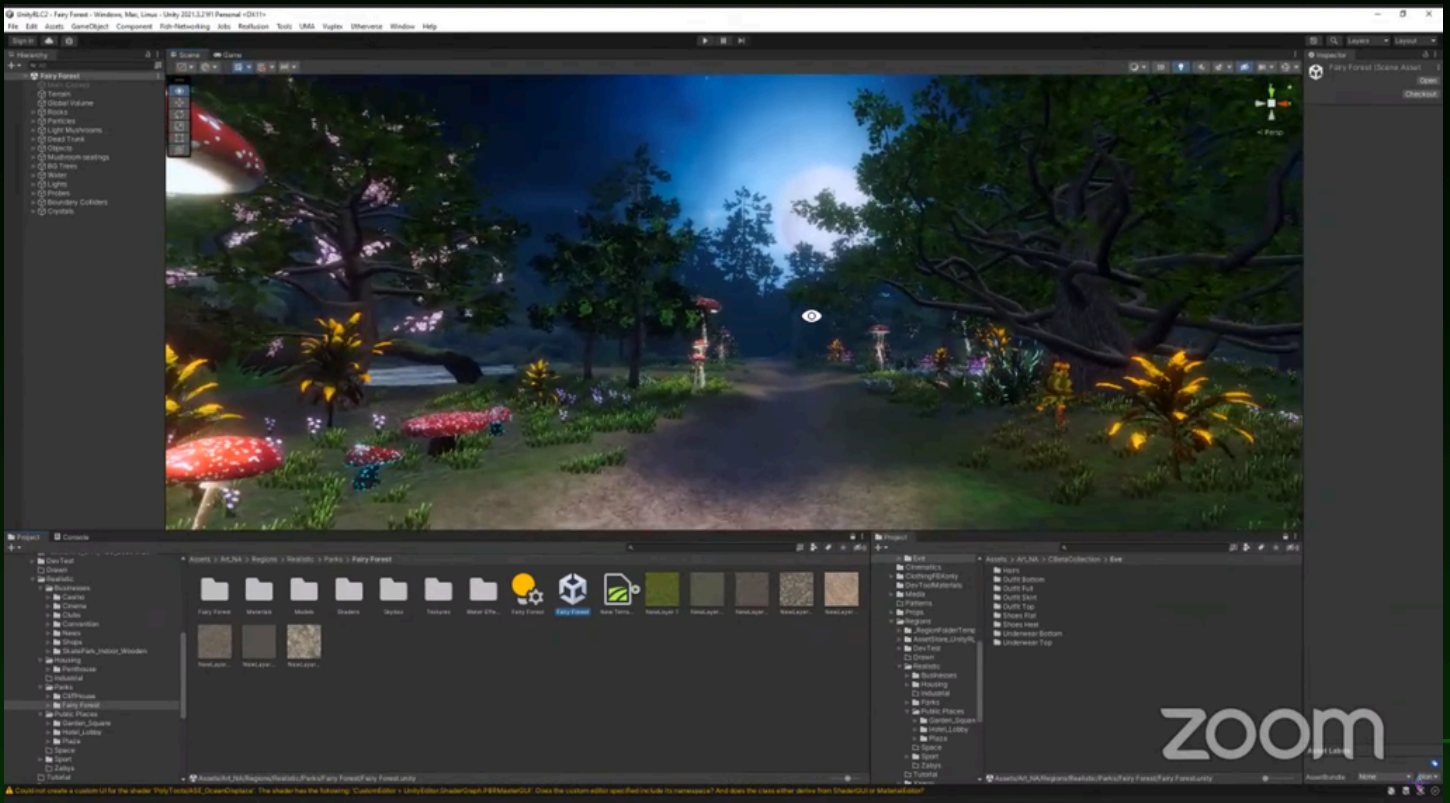
Outcome

- Efficiency Boost: Improved output by 75% while reducing costs by 70%.
- Consistency: Ensured high-quality, optimized assets that met the MMO and Web3 requirements.
- Cost Savings: Reduced software costs while enhancing productivity.



Case Study - Visuals

Streamlining Art Production for a Web3 MMO Game





Case Study

Volumetric Software Development for Games and Film

Client

Arcturus XR Studio

Challenge

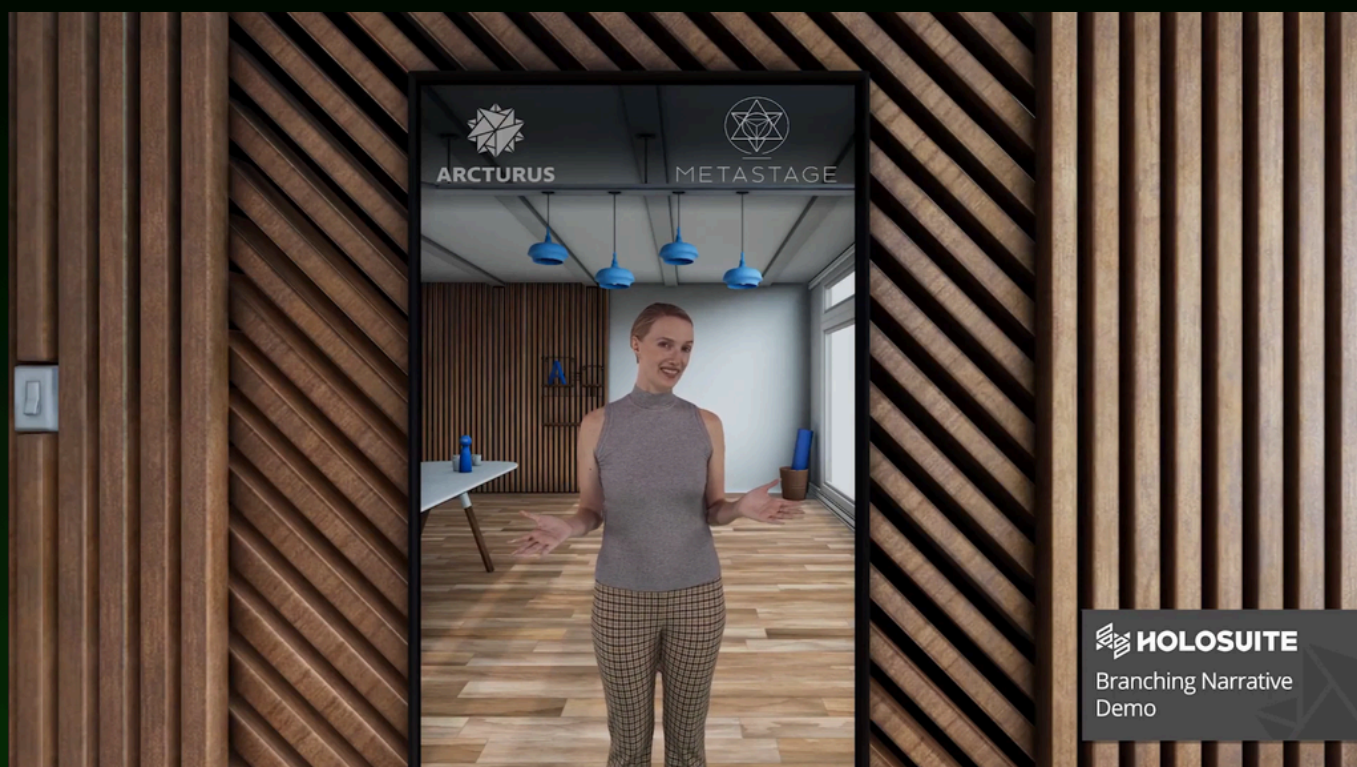
Arcturus needed support during the alpha development of their volumetric software, which converted raw data for use in games and film. The software required rigorous testing, issue reporting, and client feedback to ensure stability and usability.

Solution

- Testing the Alpha Version: Identifying bugs and providing feedback directly to the development team.
- Collaborating with Developers: Discussing updates and suggesting workflow improvements.
- Client-Facing Support: Assisted clients with onboarding and integration.
- 3D Modeling and Technical Art: Ensured software capabilities aligned with industry standards.
- Product Testing and Documentation: Created technical documentation and refined workflows.

Outcome

- Improved Software Stability: Resolved key issues, ensuring a reliable product.
- Client Satisfaction: Enhanced client experience through direct support and troubleshooting.
- Optimized Functionality: Helped streamline software features for better animation and game integration.



<https://www.youtube.com/watch?v=vGj4liRCjsU>



Case Study

VR Horror Game Design

Client

Maritime Digital Art and Design (MDAD)

Challenge

The client needed optimized assets and environments for an immersive VR horror game, balancing high visual quality with performance efficiency.

Solution

- Asset Creation: Designed props, assets, and environments aligned with the game's art standards and horror aesthetic.
- Model Optimization: Optimized models for efficient VR gameplay without sacrificing visual quality.
- Project Setup: Established workflows and systems to onboard new team members smoothly.
- Game Development: Collaborated on visual aesthetics and gameplay design to enhance the immersive horror experience.

Outcome

- Improved VR Performance: Enhanced gameplay efficiency while maintaining high visual fidelity.
- Streamlined Development: Set up processes that allowed new team members to integrate quickly.
- Elevated Experience: Contributed to a cohesive, immersive horror environment that enhanced player engagement.





Case Study

Enhancing Art and Design Education

Client

Maritime Business College

Challenge

The institution needed to update its curriculum to equip students with industry-standard skills in 3D modeling, 2D art, character design, environments, concept art, and animation, preparing them for careers in game design and digital media.

Solution

I developed and taught comprehensive courses in:

- 3D Modeling: High and low poly design, emphasizing industry workflows.
- 2D Art & Design Fundamentals: Perspective, composition, color theory, and form.
- Character & Environment Design: Creative development with focus on storytelling and functionality.
- Concept Art: Visual guides for 3D models and environments.
- Animation: Principles of 2D and 3D animation for realism and engagement.

Outcome

- Improved Skills: Students significantly enhanced their technical and artistic abilities.
- Career Success: Many students transitioned to roles in game design and animation.
- Curriculum Integration: The courses became core to the institution's art and design program.



What Our Clients Say

“Ryan’s been a contractor for Arcturus, where we produce tools and technology for working with 3D live action holograms. Ryan came to us as a 3D generalist, and was thrown into the proverbial deep end learning brand new technology and workflows. Ryan has been a quick learner and a efficient worker, getting up to speed and contributing fast. He responds well to feedback and technical direction, and always has friendly words to share at the start and end of each day.”

Devin Horsman (CTO – Arcturus XR Studio)

“Ryan has been a great manager, providing upper management with not only detailed reports and updates but solutions to the problems that the team encountered along the way. He has been vital in teaching his fellow colleagues new and innovative techniques, and he managed to keep a ballooning project organized and on-target. He is hardworking, personable, and a great leader.”

Jay White (COO – Uthervers Digital Inc.)

“I was in need of some game development and layout of a building for a Virtual Reality Game, Ryan at Vary Real Technologies got me just what I needed for a starting point for the game, all of the assets where placed and designed to a matching aesthetic for a comprehensive game experience. He has a sharp eye for detail in 3D modeling and game development.”

Sadegh Majoob (Owner – Maritime Digital Art & Design)



Contact Us!

Ready to take your project to the next level?

Contact Vary Real Technologies today for a personalized consultation and discover how our expertise in game design, simulation, Web3, and VR/AR can bring your vision to life. Let's create something extraordinary together.

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Schedule a Meeting

<https://calendly.com/ryan-mackeen-varyreal/30min>