**There's a new XR graph tool to untangle complex data behind important stories. Sydney studio, Mod has developed *Grapho* and released a desktop VR title, *A Clever Label,* to demonstrate its innovative graph mechanics.**

Younger audiences want to reach conclusions on complex issues by finding information themselves rather than accepting pre-written, one-way narratives. Analysts, researchers, data journalists and crime investigators need ways to work with, and visualise, large amounts of complex data - think the Panama Papers. They can benefit from simple graphic representations that allow them to explore, follow and present the web of connections that they're working with.

> Grapho creator, and Mod co-founder, Michela Ledwidge says, *"Most graph data tools are complex. We're aiming for an experience as accessible as using a slide deck"*.

The pilot Grapho-powered release, *A Clever Label,* is a world-first documentary experience. It demonstrates the ability to explore a complex set of data on a polarising issue, in this case the influence of individual anti-LGBTQIA+ lobbyists on Australian politics.

Grapho's mechanic allows users to move around in VR, following connections between key players and facts, providing an interesting new way of presenting and exploring information. Grapho's USP is the capability to simply explore and bookmark the user's chosen data sets.

Grapho is built on an open API that allows data journalists, investigators and production teams to populate it with their own data sets. Grapho is designed for XR interactivity within virtual production and metaverse applications. The appearance of the virtual world and graph content can be tailored and

custom-skinned. *A Clever Label* also demonstrates the use of a presenter inside the VR world, which was achieved by capturing the developer, Michela Ledwidge via volumetric video.

Project supporters include

- Leading graph data platform, Neo4j
- Epic Games MegaGrants
- Microsoft Mixed Reality Capture Studios (San Francisco)

An early iteration of Grapho was showcased in the SIGGRAPH Asia 2019 *Real-Time Live* competition.

Future potential uses include forensic investigation tracing criminal activities such as financial or eco-crimes, current affairs investigations of complex social issues, virtual production and digital entertainment involving detective game mechanics.

Due to Covid-19, plans to release the project as a location-based VR experience and virtual production TV series were pivoted to focus on an initial consumer-facing release of the desktop VR pilot and accompanying podcast. Mod is developing the core technologies for a slate of other projects.

The experience is now available for desktop VR systems, free from Steam. Reviews, including constructive criticism, are welcomed.

Grapho is available through Mod's software-as-a-service platform, Rack&Pin.

Expressions of interest to  michela@mod.studio

# Press Kit

**Website**
acleverlabel.com

**Images downloadable in high res and web friendly sizes**
Image collection

**Video trailer**
https://vimeo.com/580308351

**Platforms**
Desktop VR and Podcast

**Desktop VR Download**
https://store.steampowered.com/app/1627660/A_Clever_Label/

**API**
https://api.acleverlabel.com

**Podcast**
https://podcasts.apple.com/au/podcast/a-clever-label/id1589632091
https://soundcloud.com/modstudio
https://open.spotify.com/show/3qLJp4NBrnNC7xiKGvI5QI

**Social**
https://twitter.com/acleverlabel

**Production company**
Mod https://mod.studio/

**Release**
October 2021

# Contacts

**Writer - Director - Producer - Architect - Developer**
Michela Ledwidge

**Executive Producer**
Michelle Sparks

**Twitter**
https://twitter.com/acleverlabel

**Email**
info@acleverlabel.com

**Discord**
mod.studio

**Tel**
+61 (02) 7906 8355