

Curriculum vitae

Menghe (Horace) Lu

Appointments and Academic Exchange

- Lecturer, School of Intelligent Imagery Engineering, Beijing Film Academy.
- Member and Secretary, Advanced Imaging Committee, China Society of Motion Picture and Television Engineers.
- Visiting scholar experience, Dodge College of Film and Media Arts, Chapman University, United States.

Education

Level	Institution
Undergraduate studies	School of Electronics Engineering and Computer Science, Peking University
Graduate studies	China Film High-Tech Research Institute, Beijing Film Academy

Research Interests

- Virtual and AI-assisted film production
- Future cinema and immersive media
- Imaging color science

Teaching and Educational Publishing

Teaches Introduction to Film Technology, Color Science and Applications, and New Technologies in Film Production. Contributed to the fourth edition of Introduction to Film Technology and the white paper Specifications for Digital Film Production in China, and completed two university-level projects to improve teaching quality.

Received the Beijing Higher Education “High-Quality Undergraduate Lesson Plan” recognition in 2024.

Research Projects

Research responsibilities and contributions include:

- Key Technologies and Demonstration for Digital Film Watermarking and New Display Formats, a subproject of the Ministry of Science and Technology’s National Key Research and Development Program.
- Key Technologies and Application Demonstration for Mobile Capture and Production of Immersive Ultra-High-Definition Video, a project under the National Radio and Television Administration’s medium- and long-term science and technology plan.

Standards Work

Participated in drafting and reviewing international, national and industry standards, including:

- ISO international standard: Optical Requirements and Measurement Methods for Digital Cinema LED Auditoriums.
- National film industry standard: Technical Requirements and Measurement Methods for Digital Cinema Archival Masters (revision).

Publications

Published journal articles and conference papers include:

- Lin S, Jin L, Lu M. A Study of Technology, Creative Practice and Industry Development in Chinese Virtual Reality Cinema. *Advanced Motion Picture Technology*, 2026, issue 8: 15-23.
- Lu M. Embodied Presence: How Emerging Technologies Enhance Immersive Experiences in Virtual Reality Cinema. *New Films*, 2025, issue 5: 52-63.
- Su W, Lu M. An Applied Study of Speech-Driven 3D Facial Animation for Digital Humans Using Omniverse Audio2Face. *Advanced Motion Picture Technology*, 2025, issue 2: 45-52.
- Dong J, Zhao J, Lu M. AI Motion Capture in Film and Television Previsualization: An Applied Study. *Advanced Motion Picture Technology*, 2024, issue 12: 22-29.
- Li K, Zuo C, Teng Y, et al. Intelligent Sound Effect Production: A Review[C]//International Conference On Signal And Information Processing, Networking And Computers. Singapore: Springer Nature Singapore, 2024: 1079-1086.
- Chen J, Zhao J, Lu M. AI and Intelligent Film Production: Research and Prospects. *Advanced Motion Picture Technology*, 2023, issue 10: 16-26.
- Lu M, Chang L. An HDR Display Testing Tool in MATLAB: Implementation and Applications. *Advanced Motion Picture Technology*, 2020, issue 3: 8-16.

Patent and Project Award

- Contributed to the invention patent A Low-Cost Virtual Film Production System and Method.
- Contributed to the project An LED Background Wall-Based Virtual Film Production System, which received Second Prize at the 15th Science and Technology Progress Awards of the China Society of Motion Picture and Television Engineers.

Industry Practice

- A Writer's Odyssey: virtual production assistant.
- 2025-2026: technical support for the Beijing International Film Festival's Boundless ∞ Immersive Section.
- 2019-2021: technical support for Chinese Young Generation Film Forum.
- Supervised student teams participating in commissioned projects for Tencent Zhiying AIGC and iQIYI virtual production testing.