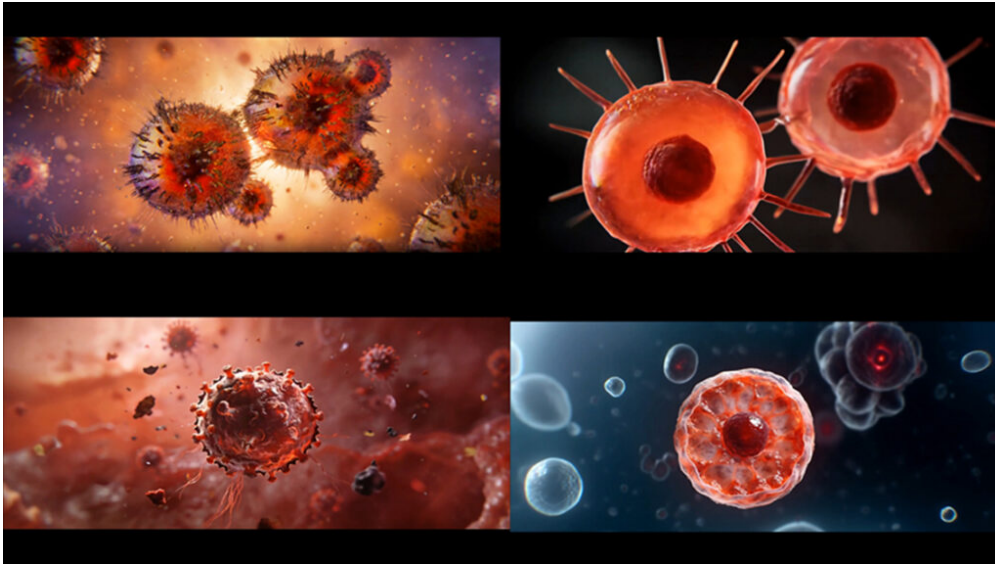


AI-Powered Project Management Helps iQIYI Cut Production Time on New Feature Film

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China's leading online entertainment platform iQIYI has demonstrated how artificial intelligence is beginning to reshape project delivery in the film industry, after revealing that its latest feature film achieved a near 50% improvement in visual effects production efficiency through the use of an AI-powered project management platform.

The psychological thriller *None Shall Escape*, released on June 9 through iQIYI and iQIYI International, is among the first feature films produced using NadouPro, the company's AI platform designed specifically for professional film and television production.

While much of the discussion around AI in filmmaking focuses on content generation, the project highlights a different opportunity: improving the management, coordination and execution of increasingly complex production workflows.

Large-scale film productions often face challenges familiar to project professionals in other industries. Multiple teams work simultaneously across hundreds of deliverables, requiring tight coordination, clear communication and real-time visibility of progress. Visual effects work is particularly demanding, with thousands of individual shots often moving through different stages of review, revision and approval.

According to iQIYI, NadouPro was developed to address these challenges through a project management environment specifically designed for film production. The platform provides centralised shot tracking, scene management, workflow monitoring and collaboration tools, allowing creative and technical teams to manage complex production pipelines more effectively.

Yu Zhang, Visual Effects Director for *None Shall Escape*, said the platform enabled teams to organise work

more efficiently while also evaluating multiple AI models for different production requirements.

“NadouPro connects to many different large-model tools, allowing us to run the same prompt across models and identify which performed best for each shot type,” he said. “The project management interface also allowed our team to organise shots, track progress and communicate in real time.”

The benefits became particularly evident during some of the film’s most technically demanding visual effects sequences.

One sequence depicting human cells mutating under an experimental drug would traditionally have required almost a month of atmosphere development and visual effects work. Using NadouPro, the production team completed the task in less than a week, saving approximately three weeks in the production schedule.

Similarly, a scene requiring extensive smoke and environmental effects around a large manor house was delivered using AI-assisted workflows that significantly reduced the need for labour-intensive particle simulations, compositing and frame-by-frame adjustments.

From a project delivery perspective, the value was not simply automation but the ability to accelerate production while maintaining creative oversight.

Post-Production Director Xingsheng Han said the platform helped improve overall shot production efficiency by nearly 50%, enabling specialists to focus more of their time on creative decision-making rather than repetitive technical tasks.

“Even without AI, experienced visual effects professionals could produce these shots,” he said. “The real question is how we draw on existing production expertise to complete long-form projects more efficiently and to a higher standard.”

The project offers an interesting case study for project leaders beyond the film industry. As organisations increasingly explore AI adoption, the greatest gains may come not from replacing expertise, but from enhancing visibility, coordination and workflow management across complex programmes.

Rather than acting as a standalone creative tool, NadouPro functions as a project execution platform, combining planning, collaboration, resource management and AI-assisted production within a single environment.

The early results suggest significant potential. Since opening for commercial use in April 2026, NadouPro has reportedly attracted more than 10,000 active creators and supported over 100 original iQIYI productions.

For project professionals, the lesson extends beyond filmmaking. As AI capabilities mature, organisations across sectors are beginning to discover that the technology’s most immediate impact may be in reducing friction between teams, improving decision-making and accelerating delivery across complex, multi-stakeholder projects.

None Shall Escape may be a psychological thriller, but its production offers a glimpse into a future where AI becomes an increasingly important tool for managing complexity, improving productivity and delivering better outcomes across project-driven industries.