Inserting digital content into pictures or videos is indispensable in films, advertising, and nearly every other form of media. Currently, adding digital actors or props to media is a painstaking process that requires artistry, expertise, and physical measurements of the scene (lighting, geometry, camera parameters, etc). Kevin has led the development of a new technique for inserting objects and special effects into photographs and videos that requires no scene measurements, and can be performed by novice users in only a few minutes. This tool will greatly reduce the time and cost in creating visual effects for movies and product advertisements and bring exciting new applications for home redecoration and augmented reality.