

PRESS RELEASE

PLAZAMEDIA and ARRI Install Mixed Reality Studio in Ismaning near Munich

- On 360 sqm of space: PLAZAMEDIA and ARRI work on innovative and diverse mixed reality applications in state-of-the-art studio
- Unique pilot project at the media capital Munich aims to optimize complex mixed reality technology in a practical way for TV productions
- Numerous customer visits and concrete interest in productions

Ismaning, November 18, 2021 – PLAZAMEDIA and ARRI are cooperating in the area of mixed reality: As part of the partnership, an “LED Volume Studio” has been set up in Studio 6 at PLAZAMEDIA in Ismaning near Munich as a pilot project, initially until the end of November 2021, which is intended to set new standards for virtual applications. As a globally active film technology company, ARRI brings a wide range of experience in high-end film productions as well as in the design and engineering of mixed reality and TV studios to the project, while PLAZAMEDIA contributes its extensive know-how as a broadcast service provider. The goal of the collaboration, which will last several months, is to adapt and optimize the complex mixed reality technology, which is becoming increasingly important in the film industry, in a way that is practical for TV productions. This will result in new applications, innovative graphic content, forward-looking lighting concepts and technical integrations, which will be used in pilot projects as a first step.

Mixed reality center of excellence created: PLAZAMEDIA and ARRI build innovative studio environment and involve additional partners

The two companies are collaborating on virtual production using the Unreal Engine to produce photorealistic, high-quality video content in real time.

ARRI, as a leading provider of camera and lighting systems as well as holistic solutions for the global film and television industry, contributes basic technologies (sync, color calibration, metadata, lighting integration, lens measurements, etc.), system integration in the studio and an international network in regard to specialized partners.

PLAZAMEDIA, as a full-service broadcast provider in the field of sports production, entertainment and events, contributes its expertise as a studio producer and established content producer in the areas of augmented reality and virtual production, as well as in workflow development, conception and realization of projects. In addition, PLAZAMEDIA provides Europe's most modern, IP-based broadcast center with its freely scalable technology infrastructure for the project with ARRI.

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The integration of further partners – including technology manufacturers, IT companies, directors and universities – will expand the exchange of experts directly on the object in the Ismaning studio.

State-of-the-art environment: This is how the new mixed reality studio is equipped

The mixed reality installation in PLAZAMEDIA's Studio 6 at AGROB Medienpark in Ismaning, north of Munich and in the immediate vicinity of ARRI Rental, offers an area of 360 sqm and a height of seven meters. Integrated is a 120 sqm ROE Visual Diamond 2.6 **LED wall** with a length of 23 meters and a height of five meters. In addition, the studio is equipped with Mo-Sys Star Tracker System and Trackmen tracking system, has embedded the GhostFrame technology as optional tool, and as a **graphic engine** with the Unreal Engine 4.27 developed by Epic Games.

The **lighting concept** includes the use of ARRI SkyPanel S60, ARRI Orbiter, ARRI L5 as well as grandMA Lighting and also enables automated, scene-specific lighting control as a special feature. The **camera setup** includes an ARRI ALEXA Mini LF kit with ARRI Signature Zoom lens, an ARRI AMIRA and Sony HDC-3500 cameras. The Stage is available with various **3D scenes**.

Stephan Schenk, General Manager Global Sales & Solutions at ARRI: "Together with PLAZAMEDIA, we are working on optimizing mixed reality for TV applications using ARRI's camera and lighting systems. Already, we have all learned a lot. Now it's a matter of further developing this fruitful cooperation and taking it to a new level."

Jens Friedrichs, Chairman of the Management Board of PLAZAMEDIA GmbH: "We have created a pilot project at the media capital Munich together with ARRI that is unique in this form and with which we want to set new standards for virtual applications. Many customers have already visited this mixed reality studio and some have expressed concrete interest in productions."

From broadcasts to commercials to digital events: Mixed Reality Studio offers a wide range of possibilities for customers from different sectors

The use of mixed reality is ideal for **media companies** as well as for the advertising industry and the **event and culture sector**, which can realize their productions and events in a state-of-the-art environment.

In the broadcast area, both live and non-live formats can be realized, such as talk shows, magazines, sports broadcasts, esports shows, game and quiz shows, as well as TV links and moderation for various formats. In addition, classic film production and TV series/soaps as well as commercial film productions and on-air promotions can be implemented. An innovative mixed reality studio would also provide an optimal stage for music videos and concert livestreams, digital events, press conferences, photo shoots and social media content.

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Attached is a photo of photo of Stephan Schenk (l., ARRI) and Jens Friedrichs (PLAZAMEDIA) in the Mixed Reality Studio in Ismaning (Copyright:ARRI/PLAZAMEDIA) for free use in the context of editorial reporting.

About ARRI

"Inspiring images. Since 1917." ARRI is a global player within the motion picture industry, employing around 1,200 staff worldwide. Named after its founders August Arnold and Robert Richter, ARRI was established in Munich, Germany, where the headquarters is still located today. Other subsidiaries are in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of the business units Camera Systems, Lighting, and Rental, all dedicated to connecting creativity and future technologies for moving images. ARRI is a leading designer and manufacturer of camera and lighting systems as well as system solutions for the film, broadcast, and media industries, with a worldwide distribution and service network. The portfolio includes digital cameras, lenses, camera accessories, archive technologies, lamp heads, and lighting accessories. Along with offering exclusive technologies, ARRI Rental's first-class services and equipment provide camera, lighting, and grip packages to professional productions around the world.

The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their contributions to the industry with 19 Scientific and Technical Awards.

For locations and more information, please visit www.arr.com.

About PLAZAMEDIA GmbH: Leading provider of smart content solutions

PLAZAMEDIA, a Sport1 Medien AG company, has developed into a leading sports TV producer in the German-speaking region since its foundation in 1976. Today, with its roots in classic television production, PLAZAMEDIA is also an established provider of smart, digital content solutions for all media platforms. Its customers include not only public and private broadcasters, but also platform operators, international sports associations, agencies for sports rights and national and international companies.

The range of services is broad: classic OB van-based production or remote production, staging of live sports or entertainment events, state-of-the-art content management solutions, editing, archiving and target group-specific content distribution on all media platforms – with convergent solutions, PLAZAMEDIA supports customers in the digital transformation of their business models along the entire content value chain.

Smart solutions for customer content: production, management, archiving and distribution – worldwide, digital and customized for all requirements.

More information: www.plazamedia.com

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