

## Case Study



# Driving business with in-house content production

AFAS Software,  
Netherlands

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**“This approach (...) enhances the connection with the customer and reduces the number of enquiries to our support department.”**

Dennis Middelkoop, Multimedia Specialist, AFAS Software

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**ARRI** 

“AFAS Software is a family-owned business. We develop innovative software products for the business market while also fulfilling our social responsibility.”

## Project

Expansion and re-design of a video studio located in the AFAS headquarters, creating versatile production spaces equipped with state-of-the-art LED lighting fixtures.

## Timeline

Pre-planning and vendor selection from January 2021; project completed and studio fully operational in September 2023.

## Partners

### Décor Design:

Brand Central Design  
Patrick van der Neut (lead), Pascal van den Berg

### Décor Build:

Stagebrothers  
Dennis Faber

### System integrator:

Flexrental AV.  
Jos Voskuilen

### Lighting supplier:

Controllux  
Romec Berendsen

## Installed Technology

### Zone 1: Talk show table

6 x ARRI Orbiter with Fresnel Lens as key light  
2 x ARRI Orbiter with DoPchoice Dome as fill  
6 x ARRI SkyPanel S60-C as back light/fill  
2 x ARRI SkyPanel S60-C for table front  
4 x ARRI LC-5 for scenery

2 x ARRI LC-7 for table/back light  
5 x Astera NYX Bulb for scenery  
Multiple LED strips for scenery

### Zone 2: Greenscreen

1 x ARRI SkyPanel S120-C for greenscreen  
1 x ARRI SkyPanel S120-C as key light  
1 x ARRI SkyPanel S120-C as back light  
1 x ARRI SkyPanel S60-C as fill

### Zone 3: Multi-purpose area

6 x ARRI SkyPanel S60-C as key light/back light  
2 x ARRI SkyPanel S30-C as front light  
1 x ARRI Orbiter with Fresnel Lens as key light  
1 x ARRI Orbiter with DoPchoice SNAPBAG as fill  
1 x ARRI Orbiter with Open Face Optic as spotlight/  
gobo projector  
8 x compact LED wash beams as “show” lights  
4 x Beam Spot moving heads  
5 x Astera NYX Bulb for scenery  
Multiple LED strips for scenery

## Light Control and Network

### Lighting console:

MA Lighting grandMA3 onPC command wing XT

### DMX:

2 lines split up to 3 access points on the studio ceiling

### 6 wireless universes:

- EXALUX CONNECT+ BASIC (Wi-Fi to DMX gateway)
- EXALUX CONNECT eTX4 (Wireless DMX/RDM transmitter)
- All electronic pantograph lights connected wirelessly

## How a professional studio installation boosts corporate engagement

AFAS is a Dutch company that specializes in automating its clients' business processes through software solutions. In September 2023, AFAS completed a major upgrade of the in-house studio facility located on a basement floor of its headquarters in Leusden.

Multimedia Specialist Dennis Middelkoop, who has been with AFAS for 10 years, oversaw the studio installation in collaboration with external designers Patrick van der Neut and Pascal van den Berg. System integrator Flexrental tapped lighting supplier Controllux, specifying a range of LED luminaires that included ARRI SkyPanel and Orbiter fixtures.

In this interview, Dennis Middelkoop explains how a professional studio space for video production and live events can be a powerful driver for business growth, allowing corporations to produce responsive content for multiple platforms and purposes.

### Dennis – why does a software company need its own production studio?

While AFAS primarily automates business processes, we also have another side. Our approach goes beyond software; it's about building connections and sharing knowledge. The studio is a platform for engaging with clients, where we share insights on various topics and host webinars to help them grow. We also have our own 850-seat theater, showcasing our entertaining approach to customer engagement.

The AFAS studios were initiated by co-founder Ton van der Veldt about a decade ago, exemplify our commitment to providing diverse resources. We have various studio spaces, including video, podcast, photo, and self-service studios, each tailored to specific needs. Initially, our video studio was flexible but labor-intensive to set up for different uses. To improve efficiency, we collaborated with designer Patrick van der Neut to create a permanent decor. This approach boosts efficiency, quality, and adaptability.

### What were the permanent setups you created for the video studio?

We created three zones in the video studio, with a sliding door in the middle so we can connect them all together. The first zone has a table and is designed as a talk show set for up to five participants, making it perfect for discussions, interviews, or panel talks. The second zone is a greenscreen set for immersive and creative content, allowing us to transport viewers, create visual effects, and integrate virtual elements.

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The third zone is a multi-purpose studio that can be used for intimate, one-on-one interviews with CEOs, experts, or special guests. It can also simulate a stage setting, complete with a podium and audience seating for impactful speeches or presentations. For AFAS, it's an ideal space to showcase software functionality, providing the clearest possible demonstrations through screensharing. We can even incorporate live music into talk shows by opening our sliding rear wall to seamlessly combine the zones.

**Where in the building is the studio and what infrastructure did it need?**

All the studio rooms were purpose-built in the AFAS headquarters building. They are located in the basement on level -1, connected to the parking lot to allow private entry for special guests. We have specialist doors and acoustic panels on the walls. There are windows, but we use electric curtains to make sure the room is completely dark. Climate control is configured for continuous cooling with minimal noise, and we can now incorporate a smoke machine into the setup. To accommodate the upgraded

lighting and additional hardware, we added extra power groups. I didn't want any unnecessary cables or big lighting stands on the floor, so most of the lights hang from pantographs in the ceiling.

### What attention was paid to sustainability?

As an organization, our commitment to responsible energy usage is serious. The ability to control and monitor the power consumption in each space via a tablet is a significant step in achieving energy efficiency. Not only does this help in reducing unnecessary power consumption, but it also contributes to prolonging the lifespan of our equipment. This approach aligns with our sustainability goals while also ensuring the optimal performance and longevity of our devices. It's a win-win for both environmental responsibility and equipment maintenance. And of course, using LED lighting fixtures is much more environmentally friendly as well.

### Why did you choose ARRI lights?

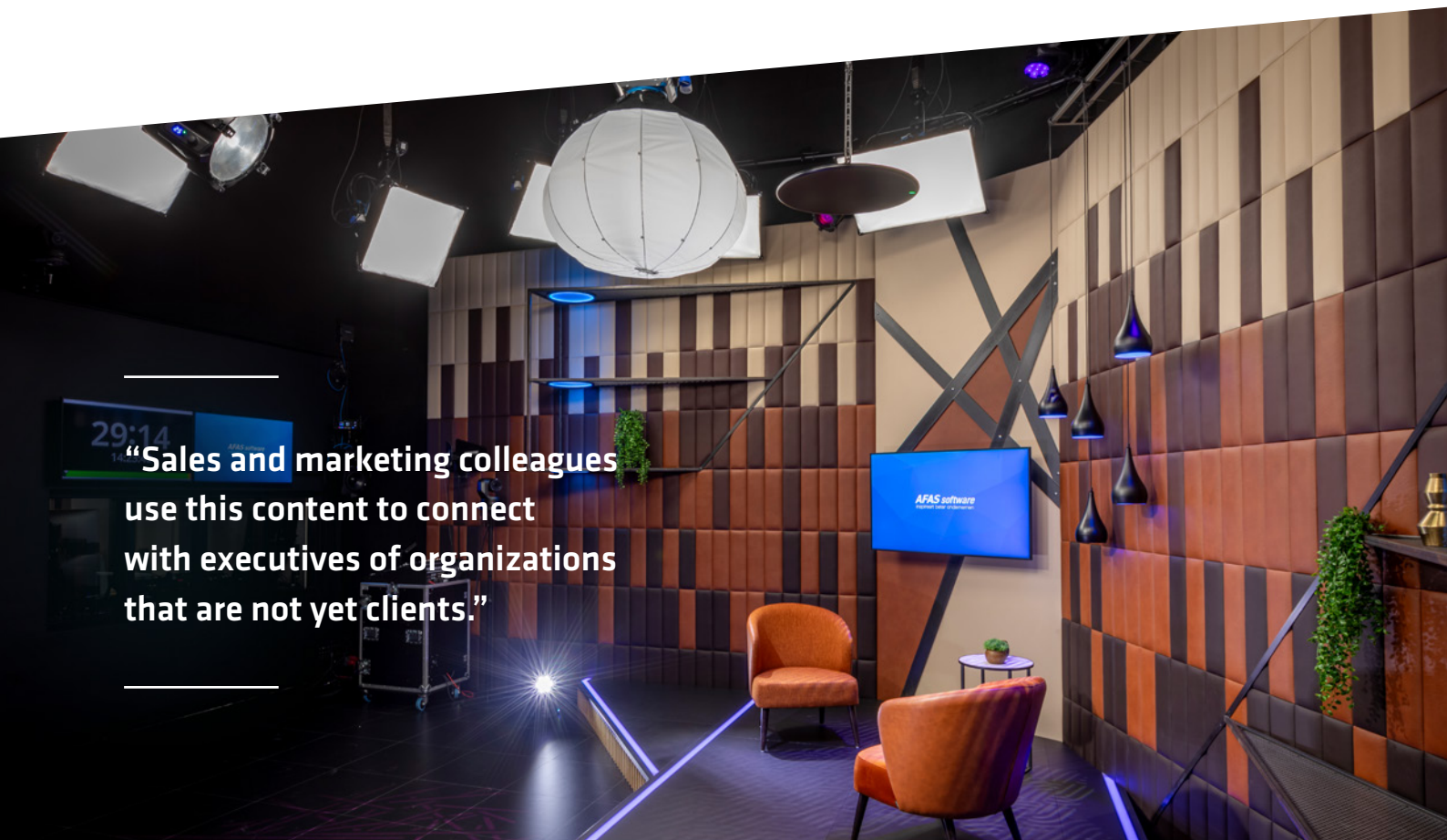
I approached Controllux to collaborate on developing an expansion plan for our existing lighting set, which consisted of five ARRI Orbiters and three ARRI SkyPanels, as well as two ARRI LC-7 and four LC-5 LED Fresnels. The goal was to incorporate these into our new lighting plan and assess the potential need for additional lights. We prioritize standardization and upgradeability, which is why we chose ARRI lights originally, and why we chose them again.

We use the LC-7 and LC-5 LED Fresnels to illuminate the set; the barndoors make it easy to direct and frame the light. In my opinion, these fixtures fit this purpose well. Moreover, the soft yet broad light beam from the SkyPanels creates a great base. With the Orbiter, the variety of available accessories offers extensive flexibility, making it an incredibly versatile fixture. I'm a big fan of the soft light effects produced by the SNAPBAG accessory.

### What are the benefits of having in-house content creation facilities?

It's much more accessible; for example, with a new software version we launched, we had walk-in sessions where customers transitioning to the new version could ask their questions beforehand in a webinar. This approach to accessibility enhances the connection with the customer and reduces the number of enquiries to our support department. It allows our sales colleagues to expand their reach in a professional webinar where multiple prospects join simultaneously to get informed about the possibilities of AFAS products.

Our company slogan is: "Inspiring better business." To fulfill this, we organize talk shows with engaging guests to create content on industry-specific topics. Sales and marketing colleagues use this content to connect with executives of organizations that are not yet clients. And for internal use, we host webinars featuring experts discussing topics such as nutrition or how to deal with stress, to enhance workplace happiness for AFAS employees.



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**Does it allow you to create content quicker, so you can be more responsive?**

Absolutely—time savings is a major advantage. Having a fully equipped studio with multiple purposes allows you to use video as a means to connect with your clients, prospects, and your own employees more efficiently. For instance, just a couple of weeks ago, my HR Director called; she wanted to record a brief message for social media on Diversity Day. Just 20 minutes later, we had recorded the video and uploaded it online.

The automation with lighting, sound, and camera presets in the studio allows me to handle the recording in a very short time and on my own. Of course, there are scenarios where more preparation time is needed but fundamentally, technology and a large crew are no longer the limitations for creating content.

**Are you pleased with how the project went?**

It's really satisfying to know that, together with the designer and all the other partners, we've brought something from mere imagination into reality. For AFAS, this represents a significant enrichment for our organization, allowing us to create better content in a more efficient and accessible manner. It means that we are not dependent on external locations or production companies, but

we can develop everything in-house. Since the studio became operational, I've noticed that ideas and requests for content have grown tremendously. We now use the studio two or three times a week, which is far more than last year.

**What comes next?**

Once automation is fully streamlined and I can independently manage most AFAS projects, my next goal will be to further develop a digital studio. In addition to our physical studio, I aim to create a 3D studio with a similar ambiance, enabling us to use the greenscreen in a more plug-and-play fashion. This expansion will provide even more versatility and creative possibilities for our content production efforts.



## ARRI quality for your corporate production

Unleash your creativity with ARRI's studio setups, designed to elevate content production with professional-grade equipment and efficient, integrated workflows. We provide customized setups, featuring state-of-the-art lighting, cameras, lenses, and more to ensure outstanding results. ARRI's expert consultancy is your key to effective studio design and custom-built solutions that fulfill your unique production requirements.

Learn more at [arri.link/corporate-markets](https://arri.link/corporate-markets)

## Get in touch

Want to learn more about this project or talk to one of our experts about how ARRI lights and camera systems can take your in-house content production to the next level? Just fill out the form on our website.



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