

**Joint press release (ARRI Solutions/VCI/ROE)**

**FOR IMMEDIATE RELEASE**

**ARRI Solutions, VCI, and ROE Visual deliver flagship virtual production facility in Gran Canaria**

- **Gran Canaria Studios supports the island's initiative to become one of Europe's audiovisual production hotspots**
- **The project comprised lead design, structural engineering, and LED wall installation, all designed and delivered by ARRI Solutions, Video Cine Import (VCI), and ROE Visual**
- **Flexible facility design maximizes stage utilization and efficiency**

**Gran Canaria, September 23, 2024** – The initial phase of Gran Canaria Studios, one of Europe's largest virtual production stages to date, has been completed, offering a cutting-edge environment for international content producers looking to leverage Gran Canaria's film location incentives.

Located on the 1,200 sqm stage 1 of the Gran Canaria Platos studio lot, the virtual production infrastructure has been designed and delivered by ARRI Solutions, integrator Video Cine Import (VCI), and ROE Visual, a manufacturer of premium LED products.

The Economic Promotion Agency of Gran Canaria (SPEGC) commissioned the studio to accommodate both independent and high-end national and international productions. It will strengthen the island's reputation as a thriving film production hotspot.

"The film industry is one of the region's economic pillars, we are very committed to the development of this industry on the island and Gran Canaria is spearheading efforts to become a leading hub for TV and film," states Cosme García Falcón, Managing Director of the SPEGC. "Creating this virtual stage offers new services to content companies from across the world, with the best state-of-the-art studio and premium technical and operational services created by companies of recognized prestige such as ARRI, VCI, and ROE Visual. Gran Canaria Studios will help production companies develop their stories and position the island of Gran Canaria, the region, and Spain as one of the best prepared and most profitable audiovisual production hubs in the market."

In close cooperation with ROE Visual and VCI's specialist teams, ARRI Solutions' experts delivered comprehensive consultancy, system design, supervision, and commissioning for the project. The team prescribed a unique fixed curved space with highly flexible, adjustable elements to accommodate a wide range of productions, maximizing stage utilization.

The volume comprises a fixed 40 m x 8 m main horseshoe-shaped wall and two adjustable ceilings (90 sqm and 45 sqm) suspended from variable speed motors, allowing for height and tilt changes. To optimize the studio space, the whole volume is suspended from an innovative internal steel structure designed to hold the volume and prepared for holding lighting.

Further configurations can be delivered through two supplementary 3 m x 5 m mobile LED walls or "side wings," providing continuity with the main wall or as part of the physical scene set.

The whole volume uses ROE Visual Black Pearl BP2V2 LED panels, known for their exceptional image quality and reliability. These panels offer high-resolution visuals and provide filmmakers with high-contrast, detailed in-camera visuals and the flexibility and precision needed for cutting-edge virtual production and XR applications.

"We are very pleased that ARRI Solutions had the chance to lead the technical realization of this flagship project. We would like to thank every partner involved for the excellent collaboration and the SPEGC for the extremely positive feedback on the result," emphasizes Kevin Schwutke, Senior Vice President Business Unit Solutions ARRI Group. "Gran Canaria already has a rich heritage of attracting major features, commercials, and independent productions. With this new studio, production companies now have access to next-generation technologies within a flexible, efficient facility. We are sure that the Gran Canaria Studios will become a key asset in enhancing the production infrastructure in the region."

"We are thrilled to have contributed to the development of the Gran Canaria Studios," says Olaf Sperwer, Business Development Manager for ROE Visual. "This project underscores our commitment to delivering top-tier LED solutions that meet the highest industry standards. Collaboration with key partners has been instrumental. Leading the integration, ARRI Solutions delivered seamless and efficient implementation. ROE Visual is proud to have completed this advanced virtual production studio, enabling European and broader international film- and TV-producing communities with the best virtual production technology available. Raising the bar in

virtual production will help put locations like the Gran Canaria Studios on the map for premium international film productions. We thank the SPEGC and our partners VCI and ARRI for the successful teamwork in this unique project.”

“We are excited to announce the launch of the largest, most advanced virtual production studio in Spain, which is also among Europe’s most significant, cutting-edge virtual production studios. This landmark project, coordinated by VCI, was made possible through our collaboration with ARRI’s cutting-edge engineering and ROE’s state-of-the-art LED wall technology. We’re pleased to have worked with SPEGC, whose commitment and foresight were essential in making the project a reality. This studio sets a new benchmark for virtual production, advancing the development of a comprehensive digital ecosystem, including skilled professionals in this emerging field,” comments Fernando Baselga, CEO of Video Cine Import.

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**About Economic Promotion Agency of Gran Canaria (SPEGC):**

The SPEGC is a commercial entity owned by the island's government (Cabildo de Gran Canaria) and attached to the Consejería de Desarrollo Económico, Industria, Comercio y Artesanía.

Its main purpose is to promote the economic development of Gran Canaria by encouraging investment for business creation. Its mission is to promote economic and business activities that contribute to the development and expansion of the island of Gran Canaria.

To achieve this, its actions focus on the following areas:

- Supporting initiatives for the creation and consolidation of businesses.
- Promoting innovation within the productive sector.
- Enhancing factors that affect the island’s competitiveness.
- Attracting external companies and investors.
- Providing economic and business-related information.

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**About ARRI:**

“Inspiring images. Since 1917.” ARRI is a global player within the motion picture industry, employing around 1,600 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, Rental, and Solutions, as well as the subsidiary Claypaky, all dedicated to connecting creativity and future technologies for moving images and live entertainment. ARRI is a leading designer

and manufacturer of camera and lighting systems for the film, broadcast, media, and entertainment 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. ARRI Solutions offers high-quality virtual and traditional production infrastructure solutions and efficient, integrated workflows to a broad range of studio operators, producers, and enterprises. Claypaky fascinates audiences worldwide with cutting-edge live entertainment and stage lighting.

In recognition of its innovative contributions to the film and television industries, ARRI has been honored with 19 scientific and technical awards from the Academy of Motion Picture Arts & Sciences and six Engineering Emmys from the Television Academy and the National Academy of Television Arts & Sciences.

For locations and more information, please visit [www.arri.com](http://www.arri.com).

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**About Video Cine Import:**

Video Cine Import SA (VCI) is a leading company in the audiovisual sector, specializing in the distribution of high-end audiovisual equipment from top brands for Video, Film, Television, Theatre, and Events.

VCI is also focused on the design and installation of comprehensive lighting systems for stages. More recently, the company has expanded into the world of virtual production (VP) installations, partnering with industry leaders ARRI and ROE Visual.

Founded by Fernando Baselga in 1999, VCI brings 25 years of expertise to the market. Over the years, the company has grown and evolved to meet the needs of its clients and suppliers. Today, VCI operates offices in Madrid and Barcelona and has a subsidiary in Portugal, 'VIDEOMATER - MATERIAL PARA VIDEO, LDA.'

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**About ROE Visual:**

Founded in 2006, ROE Visual manufactures unrivaled, award-winning LED display technology for a broad range of applications, including touring productions, broadcast, film, live and virtual events, corporate, architectural, retail, control room, and many more. Used by the most significant touring artists and spectacular broadcast events, retail, and architectural installations, ROE Visual's products live up to the exacting demands of the industry's creatives and technologists. ROE Visual products offer maximal creativity, ease of use, durability, and visual excellence. By enabling spectacular and breathtaking visual effects to come to life on a large display format, immersive experiences for performers and audiences all over the globe can be created. The company enjoys relationships with leading global AV Installers, rental companies, and notable partners in the production, film, and event industry. ROE Visual offers expert knowledge in LED display technology and extensive support on a global scale through its American, European, and China-based teams.

For more information, please visit: [www.roevisual.com](http://www.roevisual.com)

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