

New milestone in the field of extended reality at media center Munich: PLAZAMEDIA opens the new briX|woRk.studio on February 10

- After first projects and the successful XR LED Studio production for Telekom's MagentaTV on the occasion of the FIFA World Cup: PLAZAMEDIA launches its own Virtual Production XR LED Studio
- briX|woRk.studio offers completely new and sustainable production possibilities for film, broadcast and production companies, advertising companies as well as event and creative agencies with a 24-meter wide and 5-meter high LED wall in L-shape
- Invitation to "Grand Opening" event to mark launch on February 10, 2023
- Jens Friedrichs, Chairman of the Management Board of PLAZAMEDIA GmbH: "With a one-of-a-kind combination of XR, AR and VR, our innovative and pioneering studio offers multifaceted and, above all, sustainable production opportunities for companies from a wide range of industries at the media center Munich. Thanks to this unique selling point, our customers can choose from a comprehensive selection of implementation options to impressively stage film and tv productions, brands and products for their target groups."

Ismaning, January 18, 2023 – A new production era starts at the media center Munich: PLAZAMEDIA GmbH opens its new Extended Reality (XR) LED studio under the brand name "briX|woRk.studio" on February 10. The new studio at PLAZAMEDIA's headquarters at the AGROB Medienpark in Ismaning near Munich features a 120-square-meter L-shaped LED wall as its centerpiece, offering new and diverse application possibilities for innovative and sustainable productions – for film and production companies, broadcasters as well as for advertising companies and event and creative agencies. For the launch, PLAZAMEDIA will hold a "Grand Opening" event on February 10, 2023, starting at 1:00 p.m., to present the briX|woRk.studio to public and media. Last year, PLAZAMEDIA had already realized high-class Extended Reality (XR) LED Studio projects, including the production of the Soccer World Cup for Telekom's MagentaTV – with a multi-camera setup used for the first time in permanent live operation.

Emotional storytelling in one of Germany's most innovative studios: briX|woRk.studio enables customers to realize productions with genuine added value and creativity in a new dimension.

The new briX|woRk.studio seamlessly combines real set architecture with virtual worlds via the LED wall and can be expanded into a 360° space via augmented reality. The studio set features a 24-meter wide and 5-meter high L-shaped LED wall. The outstanding viewing angle stability enables filming the LED wall even from extreme camera angles. In addition, fewer moiré problems occur thanks to a pixel pitch of 1.9 millimeters. Another important feature for creative use is a virtual focus, which can be used to shift the focus from a real to a virtual object on the LED wall.

PRESSEMITTEILUNG

For development and implementation, PLAZAMEDIA is intensifying its well-established collaboration with Mo-Sys, which, with its products “Startracker”, “Cinematic XR Focus” and “bMR”, is one of the market leaders in the industry and is constantly driving innovations with PLAZAMEDIA.

Thanks to the real-time render engine (Unreal Engine 5.1) integrated in briX|woRk.studio, parameters such as time of day, atmosphere – for example sun, rain, snow or fog – are producible, reproducible at will and can be defined individually.

“Green Production” in the North of Munich: Regarding sustainability, the new XR LED Studio sets standards

With productions in the briX|woRk.studio that can fulfill the sustainable specifications of “Green Motion”, PLAZAMEDIA can help its clients to reduce their carbon footprint: Specially trained and IHK (Industrie- und Handelskammer; *Engl.*: Chamber of Industry and Commerce) certified “Green Consultants Film & TV” advise clients on request right from the start of planning and implementing their projects. The transport of material, cast and crew to the filming location is significantly reduced during a production in the XR studio – therefore XR productions are principally resource-saving and sustainable.

PLAZAMEDIA offers full-service package at Ismaning location with briX|woRk.studio

When it comes to planning and implementing their studio projects, PLAZAMEDIA fully supports its customers with the extensive knowhow of its teams – consisting, among other things, of production management, graphics and XR experts, production and recording technology, audio engineering, decoration and stage construction, as well as the aforementioned “green consultants” to ensure sustainable production.

Thanks to these technical and economic advantages, the briX|woRk.studio offers almost unlimited application possibilities for innovative and sustainable productions. XR technology enables customers to stage their projects and brands in a novel and resource-saving way: The spectrum ranges from film and TV productions as well as broadcasts to corporate productions such as commercials or photo shoots to on-site, hybrid and virtual (live) events as well as presentations and trainings:

Jens Friedrichs, Chairman of the Management Board of PLAZAMEDIA GmbH: “With the opening of the briX|woRk.studio, we reach a new milestone in studio production – following the first XR projects last year, including the successful production of the soccer World Cup for Telekom and the spring campaign for AlphaTauri, Red Bull’s premium fashion brand. With a one-of-a-kind combination of XR, AR and VR, our innovative and pioneering studio offers multifaceted and, above all, sustainable production opportunities for companies from a wide range of industries at the media center Munich. Thanks to this unique selling point, our customers can choose from a comprehensive selection of implementation options to impressively stage film and tv productions, brands and products for their target groups. Interested companies and agencies as well as media can convince themselves of the advantages our briX|woRk.studio offers them at our ‘Grand Opening’ on February 10!”

PRESSEMITTEILUNG

Launch of briX|woRk.studio: invitation to "Grand Opening" event on February 10, 2023

To mark the launch of the briX|woRk.studio, PLAZAMEDIA will be hosting a "Grand Opening" event with presentations and demonstrations to present the new studio to the public and the media on February 10, 2023, starting at 1:00 p.m. at the company's headquarters (Muenchener Strasse 101, 85737 Ismaning, Germany).

Registrations are welcomed by Michael Roehrig (contact for media: michael.roehrig@sport1-medien.de) and Elfi Kerscher (contact for companies, agencies and other interested parties: elfi.kerscher@plazamedia.com), registration alternatively also possible at www.brixwork.studio. Feedback is requested by 28 January.

In addition to the "Grand Opening", PLAZAMEDIA is offering a smaller "Open House" event on February 17 as an alternative date for interested representatives of companies and agencies who are unable to attend the launch event on February 10.

Attached is a picture of the new briX|woRk.studio and a photo of Jens Friedrichs (copyright respectively: PLAZAMEDIA GmbH) for free use in editorial reporting.

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.

PRESS CONTACT

Sport1 Medien AG | PLAZAMEDIA GmbH
Michael Roehrig
Director Communication
Phone: +49 (89) 96066 1210
Email: michael.roehrig@sport1-medien.de

If you no longer wish to receive any communications from PLAZAMEDIA GmbH, please send us an email (Subject: Please unsubscribe).