Unilumin's XR Filmmaking LED Display Solutions

Unilumin

XR Filmmaking Market Trends

XR Filmaking is a part of the global extended reality (XR) market growth trend which attained an overall valuation of $3,951 million in 2019 and is predicted to progress at a CAGR of 17.13% from 2020 to 2025. XR Filmmaking is seen in the emergence of Virtual Production Studios and XR Stages being utilized in every aspect of film production. Providing a more immersive experience for viewers and performers alike, XR Video Wall technology produces outstanding film results at reduced virtual stage costs – leading filmmakers and show runners are making LED rigs a permanent part of the production studio.

Advantages of XR LED Display Solutions

Cost Savings

- Low production cost
- Time-saving
- Shorter investment cycle

Efficient Shooting

- Fast scene switching
- Real and virtual free shooting
- Real experience and perception

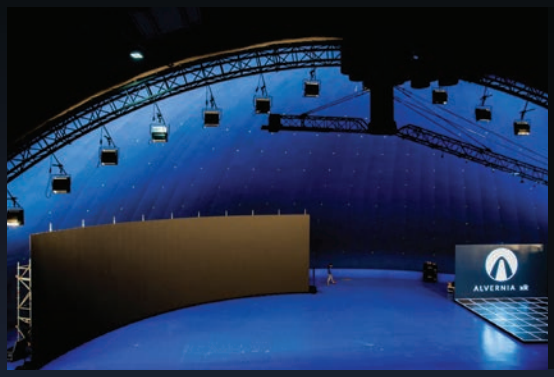
Realistic Effect

- Realistic environment, light & shadow simulation
- Extended reality screen

Compared to the traditional green screen, the overwhelming technical advantages brought by the LED XR Stage include:

Images from Dying 2 Know Episode

- Impressive filmmaking possibilities with heightened depth of field
- High shooting efficiency within a simulated 3D space or environment
- Shorter post-production time for the effects team
- Accurate and realistic experience for the viewers and the actors



Cost Savings

LED Video Wall XR Stage technology greatly reduces post-production time for the visual effects department and reduces the overall film production cost. With these technologies in place, movie release times can be faster, offering a better turnaround for investors. By creating a three-dimensional XR Stage with LED video wall technology, the highlight, reflection, and rebound of the stage environment are more accurate on film.

Efficient Shooting

The rendering engine can create unlimited space and free movement of the camera within an augmented or virtual environment. This allows the camera movement in the physical space and the movement of the engine to be interactively controlled. Through XR technology, the virtual space constructed by the rendering engine can be combined with the motion of the real-world camera to realize real-time interaction and control.

Realistic Effect

The virtual space is the biggest challenge for the actors' performance and the director's control. The live image on the LED wall within the virtual environment helps bring the actors directly into the scene for a more realistic interaction. This realistic "virtual world" allows actors to enhance their overall performance.

Special Design for XR Filmmaking

Unilumin LED XR staging products have been widely used in virtual production. The advantages of Unilumin virtual filming products include high brightness, high refresh rate, dynamic color range, and ultra-wide viewing angle. Our LED displays can be used for facades, walls, ceilings, floor tiles, and other production or staging applications.

Contact our team at **sales@unilumin-usa.com** or your sales representative to learn more!

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