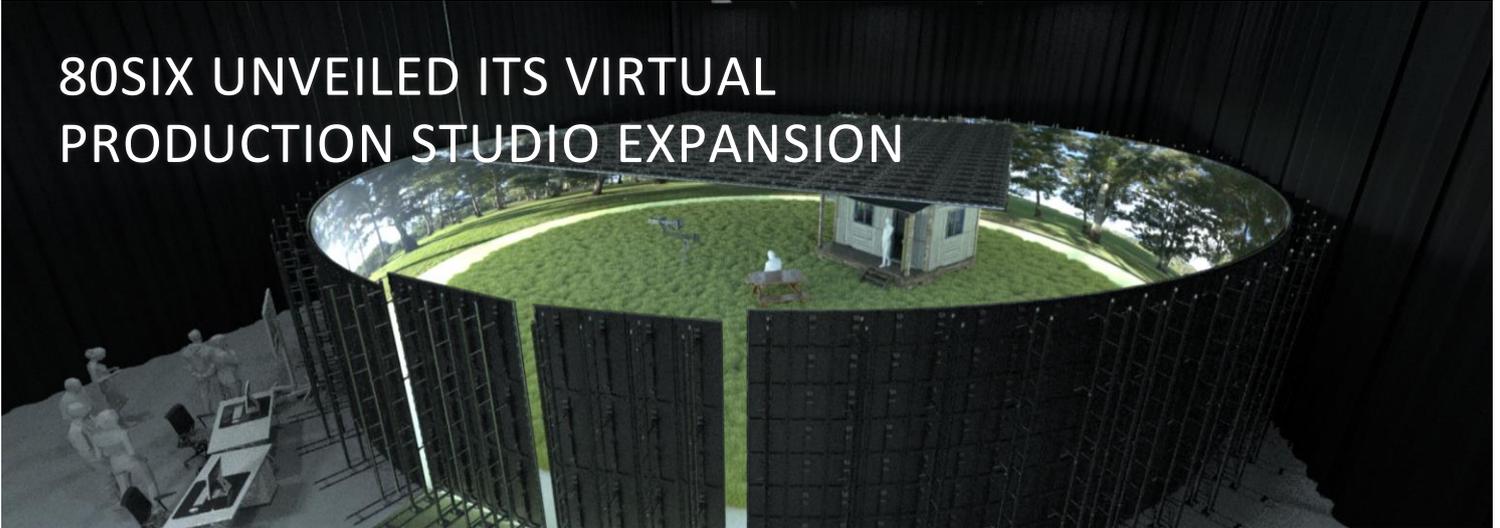


80SIX UNVEILED ITS VIRTUAL PRODUCTION STUDIO EXPANSION



June 16th, 2022. Leading video technology company, 80six, has reopened their virtual production studio in Slough, following planned expansion.

What started in March 2021 as a ‘pop-up’ LED Volume at the front of their technology warehouse, evolved into a purpose-built VP studio at a permanent location.

The brand-new 11,743 sq. ft virtual production facility is one of the UK’s most versatile VP studios featuring bespoke LED Volumes and the latest real-time technologies for delivering in-camera VFX (ICVFX) or xR (extended reality).

The studio continues with their successful business model geared towards flexibility & adaptability by building to spec each LED Volume to match the production needs & budgets, introducing a more cost-effective & sustainable approach to LED virtual production by not wasting money and power on unnecessary equipment.

“Our aim is to make virtual production more accessible to varying production budgets – and by now, we know, that you do not need a Mandalorian-sized LED Volume to shoot in-camera visual effects. Next door to our studio, we have 80six’s video technology warehouse, with a large inventory of industry-leading ROE Visual LED panels which gives us the chance to book in productions one after another, scaling the LED Volume accordingly, or to respond quickly to production changes without the need to outsource inventory”, Dan Hamill, Co-Founder & Commercial Director at 80six.

From 180-360-degree LED Volumes, that wrap around the talent, to four sided LED cubes to straight LED walls with 90 degree returns, the LED Volume can be configured in any shape and form, up to 8m in height.

“Cinematographers and VFX teams embrace our flexible offering as it gives them the chance to work alongside our tech team to decide on the specs of the LED Volume in advance. The framing of the shot, the nature of the physical props required, and the camera movement help to determine the optimal solution. The general feedback we’ve had is that filmmakers have found shooting in a one size fits all stage to be limiting either physically or financially. We decided to offer an adaptable space to open access to productions with a range of budgets”, Jack James, Co-Founder & Operations Director at 80six.

The studio has already hosted a variety of VP projects highly commended for their integration of LED virtual production, including the ‘100% Shutterstock’ commercial (Shutterstock, RSA Films, Final Pixel) – Winner of “Best Use of Virtual Production” at Ideas Awards 2022, and ‘Fireworks’ (DNEG, Wilder Films, Dimension) – directed by Double Academy Award® winner Paul Franklin (Inception, Interstellar), currently selected at Tribeca Film Festival 2022.

Through a combination of high-resolution LED screens, game engines, camera tracking technology and award-winning media servers, the studio is geared to lead visual innovation in film, TV & advertising by integrating existing & emerging technologies in new ways that push entertainment production to a new level.

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ABOUT 80SIX

80six is a leading video technology company providing high-end equipment and world-class technical services for live entertainment, corporate events, virtual production, film & TV drama, broadcast and (e)sports.

We specialise in LED Volumes for virtual production and xR stage design, plus global LED screen hire across concert tours, festivals, exhibitions, and virtual events. We are renowned for driving technical excellence and amplifying our clients’ vision, whether that’s by building corner tiles for bespoke displays, engineering custom hardware or rigging LED in unusual ways. It is our commitment to helping our clients to deliver visual excellence.

Our premium technology inventory also includes a vast array of LED products, switchers, PPUs, video control, cameras, broadcast equipment and camera tracking equipment, enabling us to deliver all aspects of audio-visual based productions.