

AUX Media Group Showcases ROE Visual

Exploring the Future of Virtual Production at the ATF

Shenzhen, China (December 2022) – AUX Media Group showcased advanced virtual production techniques, utilizing ROE Visual Black Pearl BP2V2 LED screens at the Asia TV Forum & Market (ATF) in Singapore from 7–9 December 2022. Asia's leading entertainment content market could gather again for the first time after a 3-year break.

At the opening of the ATF, Singapore's Senior Minister of State for Communications and Information announced that Singapore's Infocomm Media Development Authority (IMDA) is launching an SGD5 million (\$3.6 million) Virtual Production Innovation Fund. This funding will facilitate further development in virtual production in the local media industry, creating more possibilities for content shooting. Singapore could be one of the important virtual production hubs in Asia for international film and commercial production.

AUX Media Group, a Singapore-based company specializing in virtual production, was asked by the government to highlight this funding and use the ATF platform to showcase its capabilities in this field. Guest speakers from disguise, XON Studio, and ROE Visual covered topics ranging from best practices in virtual production workflow to creative applications of various technologies in immersive storytelling.

Olaf Sperwer, ROE Visual's expert in virtual production, explained the function of LED display's in his presentation on virtual production. He highlighted the advanced Ghostframe technology that uses ROE Visual LED panels and the HELIOS LED processing platform from Megapixel VR. Held against a background LED wall comprising Black Pearl BP2V2 panels, the quality of the LED panels was illustrative throughout the presentation. The BP2V2 is recognized as the standard LED display product for the film industry, delivering perfect in-camera results.

"The innovation fund from IMDA gives a positive push for the creation of immersive storytelling in the local market, allowing us to continue our innovation in virtual production technology. It's great to present these ground-breaking techniques at the ATF; the support from ROE Visual, through Olaf's inspiring presentation and these incredible Black Pearl LED panels, has been fantastic," states AUX Media Group CEO, Choong Chyi Kei.

"ROE Visual fully supports the 'Smart Singapore' initiative from the government since it ties in with our philosophy towards technological developments and the use of AI. AUX Media Group stands out as the virtual production expert in Singapore's growing market. Our excellent partnership with them allows us to make an even more meaningful contribution to events such as the ATF," states Sperwer.

Product: BP2V2

More Info: [Singapore Reveals \\$3.6 Million Virtual Production Innovation Fund, Partnerships with UK's NFTS, Epic Games](#)