

PRESS RELEASE

ROE VISUAL EMPOWERS FILM ACADEMY STUDENTS WITH CUTTING-EDGE LED SCREEN **Enabling Young Talents to Push the Boundaries of Film Production.**

Leek, The Netherlands, (9 November 2023) – ROE Visual, a global leader in high-quality LED displays, has teamed up with the Netherlands Film Academy to support students in pioneering a groundbreaking approach to film production. By providing an advanced LED screen solution, ROE Visual has enabled the creation of "The x-project," an ultra-short graduation film that marks a significant leap in how films are produced and takes the film academy's curriculum to new heights.

"The x-project," a creation of the Netherlands Film Academy graduating students, stands out for its unique focus on Production Design and Visual Effects. It offers a remarkable opportunity to explore animation, world-building in virtual reality, and other innovative narrative forms and technologies. This ambitious project is the first for the film academy, introducing students to cutting-edge techniques increasingly prevalent in the industry.

In a departure from traditional filmmaking, "The x-project" utilizes a large LED screen rather than the traditional green screen, a method that was pioneered in "The Mandalorian." This advanced LED screen, combined with In-Camera VFX (ICVFX) technology, enables the virtual world to be seamlessly integrated into the camera's view, creating an immersive and highly realistic movie reality for the entire production crew.

ROE Visual's contribution to this project includes supplying the BP2V2 LED panels, renowned for their excellence and used in many successful film productions worldwide. By partnering with the Netherlands Film Academy, ROE Visual demonstrates its commitment to fostering innovation in the film industry and supporting the next generation of filmmakers. Emphasizing the importance of knowledge transfer, ROE Visual is eager to assist emerging filmmakers in gaining hands-on experience with virtual production technologies. By providing students with access to state-of-the-art LED screen solutions, ROE Visual empowers young talents and enables them to push the boundaries of film production.

"It was exciting to experiment with Virtual Production and LED technology. Film has always been an industry where technology and creativity are intertwined. As up-and-coming film professionals, we had to learn about this innovation in film production and explore the creative possibilities. We are grateful that ROE Visual allowed us to make it happen." Frans-Willem Janssens, Producer of the X-Project

"ROE Visual is thrilled to support the 'The x-project' by the Netherlands Film Academy's students as they embark on a groundbreaking journey into the future of filmmaking," states Olaf Sperwer, Business Development Virtual Production at ROE Visual. "We believe that investing in the education and development of young filmmakers is crucial for advancing the film industry as a whole."

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The x project is a final exam production that is initiated every year by the Visual Effects & Immersive Media study program of the Film Academy. The production will premiere at the Eye Film Museum in Amsterdam during the "Keep an Eye" Film Academy Festival (summer 2024). More than 80 fourth-year students present their films to the professional field and the public during the festival. The productions consist of fiction films, documentaries, and the x project.

****ENDS****

Netherlands Film Academy graduating students involved in this production:

Regie:	Merel Hogerheijde & Sammy Shefa Idris
Scenario:	Jim Sluis & Tjeerd Dam
Productie:	Frans-Willem Janssens
Visual Effects:	Koen Jager & Sierd Rienstra
Production Design:	Phoebe Mine de Geus
Virtual Production Supervisor:	Mats Bomers
DOP:	Pim Pimentel

About ROE Visual

Founded in 2006, ROE Visual manufactures unrivalled, 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