

ROE Visual Powers Hibino's Next-Level VFX Studio

Tokyo, Japan (October 2024) – Following the success of Hibino's VFX studio, which utilized ROE Visual LED panels, Hibino has further expanded its capabilities by collaborating once again with Metaverse Productions for a new venture—Studio PX ANZEN. This facility is the first in Japan to adopt the "Carbon Calculator for Movie Production," a tool developed in partnership with Dentsu Creative Cube Inc. to precisely measure CO2 emissions during video production.

Studio PX ANZEN is equipped with ROE Visual's Ruby 1.5F (RB1.5F) for the background, and Carbon3 MarkII (CB3MKII) on the ceiling and sides for ambient lighting. These LED panels are powered by Brompton Tessera SX40 4K processors, disguise media servers, and stYpe RedSpy 3.0 for camera tracking.

"When evaluating options for this particular studio—a joint project aimed at reducing greenhouse gas emissions and improving process efficiency in video production—the Ruby 1.5F immediately came to mind," said Junichi Imokawa, Director and Managing Executive Officer at Hibino. "Not only has it demonstrated exceptional performance since being installed in our 2021 studio, but its flip-chip technology reduces heat-related energy loss and consumption. This efficiency not only lowers the studio's overall power use but also advances our broader environmental objectives."

"At ROE Visual, we have consistently incorporated environmentally conscious design into our products, striving to create exceptional visual environments while minimizing the energy footprint," commented Glory Gao, Deputy Product Director at ROE Visual. "The Carbon MarkII, for example, is designed to be ultra lightweight, allowing for quicker and easier installation and maintenance, which significantly cuts down the overall energy required for transport and setup."

"Hibino has always been at the forefront of technology, and we're proud to have stood alongside them for over a decade. Our partnership goes beyond product supply; it's built on a shared commitment to innovation and eco-awareness. This is evident in projects like Studio PX ANZEN, where energy-efficient solutions take center stage. Our ongoing collaboration highlights a mutual drive to push the boundaries of visual production while maintaining a strong focus on environmentally responsible practices," says Grace Kuo, Sales Director at ROE Visual.

Since its operation began, Studio PX ANZEN has been utilized for multiple commercials, showcasing its capabilities and effectiveness in real-world applications. Check out the featured projects here: <https://hibino-vfxstudio.com/works/studio-px-anzen/>

More Info:

Factory Anzen Studio: <https://anzen.cube-factory.jp/>

Metaverse Production: <https://metaverse-px.com/>

About ROE Visual:

Founded in 2006, ROE Visual set out to make the best LED display platforms. Carefully selected high-end components, the latest technology, in-depth knowledge, and passion go into ROE Visual's LED products. Familiar with the challenges of the market, the company offers the best possible solutions for creatives, designers, and technicians who rely on ROE Visual's LED products for flawless installation, shoot or performance.

Dedicated to delivering the latest display technology, ROE Visual has a global presence, ensuring exceptional service to over 500 customers in over 90 countries. Headquartered in Shenzhen, China, the company operates globally. For more: <https://www.roevisual.com/en/>