

PRESS RELEASE

FIVEFOLD STUDIOS MAKES A MAJOR INVESTMENT IN ROE VISUAL LED Opening a New Virtual Production Studio in Wales

London, UK, (12 April 2025) – Fivefold Studios has invested significantly in ROE Visual LED technology to power its brand-new virtual production (VP) studio in Wales. This decision reinforces Fivefold's commitment to providing cutting-edge solutions for the broadcast and film industries while establishing a distinct identity outside the London market.

By choosing Wales as the home for its new VP studio, Fivefold Studios, located at Dragon Studios, aims to create a fresh creative hub that offers an alternative to London's increasingly crowded production landscape. With a focus on innovation, the studio is well-positioned to attract high-profile projects and industry-leading productions.

"ROE Visual is the standard for virtual production," said David Levy, Managing Director at Fivefold Studios. "Their technology, training, and R&D support have been invaluable throughout this process. We're thrilled to partner with them to build a state-of-the-art facility to serve the growing demand for high-quality virtual production environments."

With studio space and offices spanning over 12,000 sqft, Fivefold Studios provides ample room for productions of all sizes. The facility's state-of-the-art LED volume allows for real-time capture of visual effects, empowering filmmakers with the tools they need to push creative boundaries and streamline production processes. Alongside these initiatives is a dedicated R&D&I lab and training hub devoted to investigating the future of technology and training the next generation of talent.

The studio's LED set-up features ROE Visual's acclaimed BP2V2 LED panels, which have become a benchmark of excellence for performance in virtual production applications. The investment strengthens Fivefold's ability to deliver top-tier VP solutions by providing high-end LED walls and a fully integrated virtual production service.

To ensure seamless execution, Fivefold Studios works with Sunbelt Rentals UK & Ireland, the UK's largest rental provider and a well-established provider of VP equipment. They provide specialist equipment including BP2V2 LED panels and offer extensive support through a variety of solutions and an expert team. "Working with Sunbelt Rentals adds credibility to VP and broadcast solutions," Levy adds. "Our expertise and their wide range of resources help us guarantee a smooth and efficient production workflow."

Jack Linaker, Managing Director of Broadcast & Events at Sunbelt Rentals added "This partnership with Fivefold Studios is a fantastic opportunity to showcase the full range of

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Sunbelt Rentals' expertise in VP. From LED walls to media servers, we provide the right equipment and technical support to bring creativity to life. By collaborating with Fivefold, we're able to help build and deliver production environments, while they focus on the creative content. This will allow us to enhance innovation while supporting the growth of the creative industry in Wales."

The launch of Fivefold Studios has already received strong local interest, including television directors eager to explore virtual production possibilities. With promising projects on the horizon, the studio is set to become a leading player in the VP industry. With its state-of-the-art technology and dedicated expertise, Fivefold Studios is ready to push the boundaries of virtual production.

****ENDS****

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More information: <https://www.fivefoldstudios.co.uk>

Products Used:

Black Pearl BP2V2

Megapixel – HELIOS LED processing

About ROE Visual

ROE Visual delivers cutting-edge LED display technology that empowers creatives, designers, and technical professionals worldwide to bring their visions to life.

Founded in 2006, ROE Visual creates the world's finest LED display solutions by combining advanced technology, premium components, and a passion for innovation. This dedication has set ROE Visual as the industry standard in markets spanning Touring, Virtual Production, Broadcast, and Fixed Installation. With headquarters in China and a robust network of regional offices, ROE Visual provides expert knowledge, personalized service, and comprehensive global support.

For more information, please visit www.roevisual.com.