

## **PRESS RELEASE**

### **ROE VISUAL SUPPLIES LED VOLUMES AT STUDIO ULSTER Northern Ireland's Landmark Virtual Production Facility**

**London, UK (17 July 2025)** – ROE Visual is proud to announce its involvement in Studio Ulster, Northern Ireland's most advanced virtual production studio. The studio selected ROE Visual's LED solutions to build several LED volumes in their extensive studio complex. As a pivotal component of the virtual production infrastructure, the LED volumes help define Studio Ulster's technical excellence and creative potential.

Officially opened in June 2025, Studio Ulster is a £72 million, state-of-the-art facility located within the Belfast Harbour Studios complex. Developed in partnership between Ulster University, Belfast Harbour, and Northern Ireland Screen, with partial funding from the Belfast Region City Deal, the 75,000-square-foot studio is designed to support a full spectrum of content production, ranging from high-end television and feature films to immersive gaming and animation.

Studio Ulster is home to three world-class virtual production stages, respectively named VP1, VP2, and VP3, and each is designed with in-camera VFX at its core. All three studios are equipped with ROE Visual's Ruby-C curved 2.2 LED panels and CB3 LED ceiling panels, while the VP3 studio features a Black Marble BM4 LED floor; Brompton Technology LED processors power all LED panels.

These stages offer maximum creative flexibility and technical precision for productions of any scale.

#### **VP1 – The Flagship Stage**

VP1 is among the most advanced virtual production stages in the world, featuring the Nant Studios-certified Dynamic Volume System. This 61-meter-wide seamless LED canvas is constructed from nine 8-meter-high wall pods and five motorized ceiling pods, creating a configurable volume of 327.5 square meters.

With rapid reconfiguration options, productions can adapt the LED environment in a fraction of the time usually required, dramatically improving operational efficiency and creative agility. VP1 enables real-time, immersive environments for high-end film and television production.

#### **VP2 – Ideal for Automotive and Mid-Scale Productions**

VP2 features a continuous LED wall-to-ceiling "cap" design, making it the perfect environment for car processing work and moderate-scale virtual productions. Like VP1, it is

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equipped with ROE Ruby-C 2.2 and CB3 ceiling panels, delivering crisp, color-accurate visuals across a seamless digital surface.

### **VP3 – The CoSTAR Screen Lab**

VP3 hosts the CoSTAR Screen Lab, led by Ulster University and part of the UK-wide CoSTAR initiative. This space forms part of Europe's largest virtual production research and development network, fostering innovation and skills development across the creative industries.

VP3 features an integrated LED floor utilizing ROE Black Marble BM4, enabling extended reality (XR) workflows—ideal for broadcast, live performance, and experimental virtual sets.

Together, these stages provide unmatched versatility, supporting everything from real-time world-building using Unreal Engine to high-quality 2D video playback. ROE Visual is proud to power Studio Ulster's mission to redefine storytelling with state-of-the-art LED technology.

"Virtual production has truly come of age at Studio Ulster," said Richard Williams, CEO of Northern Ireland Screen. "This facility pushes the boundaries of what's possible on screen and enables directors to bring any imagined world to life, right here at Belfast Harbour."

Studio Ulster is also home to one of five national CoSTAR Screen Labs, part of a UK-wide initiative supported by the Arts and Humanities Research Council (AHRC) and bolstered by £63 million in private industry investment. With this research component integrated directly into the studio, Studio Ulster offers a unique blend of commercial production capabilities and academic innovation.

"We've taken the spirit of Belfast's shipyards—precision, ambition, and pride—and applied it to the future of storytelling," said Professor Declan Keeney, CEO of Studio Ulster. "ROE Visual's LED volume plays a foundational role in helping us offer world-class tools to visionary creatives."

Already lined up for use by prominent streamers and independent productions alike, Studio Ulster is poised to become a Tier 1 global hub for virtual production. One of the first productions will be a BBC Northern Ireland drama series about the Titanic, produced by Stellify Media, which will utilize the LED volume and digital production tools to bring the story to life in real-time.

"At ROE Visual, we are proud to contribute to the global evolution of virtual production," said Olaf Sperwer, Business Development Virtual Production at ROE Visual. "Studio Ulster showcases how technology like our BP2V2 panels can power a new era of storytelling—combining creativity, flexibility, and realism like never before."

"We're honored to collaborate once again with NantStudios", comments Frank Montero, Managing Director for ROE Visual US, "First on their flagship facility in Melbourne, Australia, and now with this impressive new studio complex in Ulster, Ireland. This partnership reflects



our shared commitment to pushing the boundaries of virtual production. We look forward to continuing our work with NantStudios and supporting the industry's ongoing innovation."

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#### **Used products:**

ROE Visual Ruby RB2.2 - <https://www.roevisual.com/en/products/ruby>

ROE Visual Carbon series CB3 - <https://www.roevisual.com/en/products/carbon>

ROE Visual Black Marble BM4 - <https://www.roevisual.com/nl-en/products/black-marble-bm4>

#### **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](http://www.roevisual.com).