

## **PRESS RELEASE**

### **ROE Visual Wins Public Tender for Croatia's First Virtual Production Studio**

**Leek, The Netherlands (25 September 2025)** - ROE Visual is pleased to announce that the company has won the public tender to equip the new Virtual Production Studio at Antitalent Croatia.

With the support of the NextGenerationEU - Croatia's recovery and resilience plan, Digital transformation, the investor group around Antitalent production initiated the tender to create a facility that meets the highest international standards for film and commercial production. ROE Visual

The installation will be operational in November 2025, making Antitalent the first facility in Croatia to feature a Virtual Production volume, powered by 400 Ruby 2.6 LED panels and the Megapixel Helios LED processing platform.

This advanced setup meets the requirements of international film and commercial productions, positioning Zagreb as a new creative hub for Southeast Europe.

Built using ROE Visual's cutting-edge LED technology, the studio will be utilized for high-end cinematic and broadcast productions, offering a new avenue for immersive storytelling to local and international producers and content creators.

The Ruby 2.6 represents a new generation of LED panels, combining advanced LED Technology for an Incredible viewing experience based on its unprecedented wide viewing angle with high brightness, excellent contrast, and outstanding colour reproduction. The result: exceptional visuals for both in-camera VFX and direct-view applications.

ROE Visual is the LED supplier of choice for major film studios and virtual productions worldwide, and has set the bar for our industry with dependable, well-supported, and well-designed products that have proven records of performance and compatibility with cinema workflows.

Olaf Sperwer, Director Business Development Virtual Production & Broadcast EMEA at ROE Visual, states: "We're excited to partner with the Antitalent team in Zagreb. ROE Visual will not only deliver our Ruby 2.6 panels but also support setup and training, ensuring Croatia's first VP studio sets a new benchmark for international production."

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Matko Burić, - Virtual production manager at Antitalent adds: "I'm proud that we are building Croatia's first and only world-class Virtual Production studio in Zagreb — powered by ROE Visual's cutting-edge LED technology and equipped with advanced motion control robotics, a facility that will set new standards, push the VP market forward, and enable new possibilities for filmmaking in Croatia.

Danijel Pek, founder of Antitalent, mentions: "Our Virtual Production Studio, powered by leading LED specialist ROE Visuals, marks an important step in our ambition to offer high-end production facilities in Croatia. The next milestone will be the development of a state-of-the-art studio complex in Zagreb County, combining traditional soundstages with cutting-edge virtual production."

Designed for maximum flexibility, the studio will cater to feature films, series, commercials, and hybrid productions that demand cutting-edge visual storytelling tools.

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### **About Antitalent**

Antitalent, founded in 2007, is Croatia's premier production company, recognized internationally for its exceptional films and series. Antitalent received an Oscar nomination for the short film *The Man Who Could Not Remain Silent* by Nebojša Slijepčević, which also won the Palme d'Or at Cannes, a European Film Award, and a César. The company's portfolio spans feature and short films, TV dramas, and documentary series. In 2021, the feature film *Murina* by Antoneta Kusijanović, co-produced with RT Features and Martin Scorsese's Sikelia Productions, premiered at Cannes Directors' Fortnight and won the Camera d'Or award. In 2023, the short film *The Real Truth About the Fight* by Andrea Slaviček premiered at Semaine de la Critique, while Antitalent's first drama series, *The Highlands*, aired on HRT the same year.

Beyond original productions, Antitalent provides full-service production, including camera rental, motion control, and studio services provided by rental partner CineCro, supporting projects from Croatia and around the world. With a bold, creative vision and international acclaim, Antitalent continues to put Croatian cinema firmly on the global stage.

### **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).