

PRESS RELEASE

VP Village powered by ROE Visual brings camera-ready virtual production to Cannes' Village Innovation

Leek, The Netherlands (29 April 2026) – Virtual production returns to Cannes Next, building on the success of the 2025 Village Innovation program. For 2026, the dedicated VP Pavilion, **VP Village powered by ROE Visual**, will once again welcome cinematographers, studio leaders, and creatives to an immersive, hands-on virtual production environment at the heart of Cannes' innovation hub.

Designed as a working showcase rather than a static display, the VP Village places real-world workflows center stage. Here, technology meets storytelling, offering visitors the opportunity to explore how virtual production is evolving into a reliable, scalable tool for film, broadcast, and commercial content creation.

Set within Cannes Next's Village Innovation, the pavilion provides a dynamic meeting place for industry professionals seeking both inspiration and practical insight. ROE Visual has invited leading virtual production studios and industry experts to help filmmakers and producers better understand how virtual production can enhance storytelling, streamline production, and unlock new creative possibilities.

Attendees can experience LED volume based virtual production workflows first-hand, evaluating key performance factors such as color accuracy, camera tracking precision, playback reliability, and on-set flexibility. These are all critical components for achieving consistent, camera-ready results.

Across the program, ROE Visual collaborates with a strong ecosystem of technology and studio partners to demonstrate what is shaping the next phase of in-camera VFX (ICVFX). This includes precision camera tracking from StYpe; cinema-grade capture with RED Digital Cinema; advanced LED processing from Megapixel; real-time rendering workflows powered by Chaos; lighting innovation from Antilatent; and media server expertise via Omnio. ROE Visual's LED platforms form the visual backbone of the pavilion, enabling high-performance, camera-ready environments for virtual production. The focus of the VP Village is to highlight how aligned technologies enable efficient, reliable, and creatively flexible production pipelines.

The program is further strengthened by contributions from leading studios and creatives, including Studio Ulster, Gran Canaria Studios, Al Hisn Studios, OTO Film, Take 2 Studios, Volinga, Craig Kief, ASC, and Mrs. Greenfilm. These sessions combine practical guidance for DOP's and VP supervisors with real-world case studies, offering insight into workflows, creative decision-making, and production efficiencies enabled by virtual production, from creative decision-making to production efficiency.

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"At ROE Visual, we believe virtual production should empower filmmakers, not complicate their process," says Olaf Sperwer, Director Virtual Production EMEA for ROE Visual.

"There remains a strong need to support filmmakers in understanding both the creative and technical potential of virtual production, and to guide them through the workflows, technologies, and ecosystem required to succeed.

By bringing storytellers and producers together at the VP Village, just moments from the red carpet, we create direct access to key players across the global VP industry: a place where creative and technical disciplines meet.

Sperwer continues: "By powering the VP Village, ROE Visual positions itself at the heart of filmmaking, facilitating collaboration and delivering reliable, camera-ready LED solutions that integrate seamlessly into production workflows, enabling DOPs and directors to focus entirely on storytelling".

With virtual production continuing to mature, driven by advances in LED technology, real-time rendering, and integrated production pipelines, the VP Village offers a timely platform to explore how these tools are being applied in practice. From improving on-set efficiency to enabling more sustainable production models, the pavilion reflects a shift towards workflows that are both creatively flexible and operationally dependable.

Throughout Cannes Next, the **VP Village powered by ROE Visual** stands as a focal point for collaboration, knowledge exchange, and hands-on discovery, bringing together the tools, talent, and technologies shaping the future of visual storytelling.

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For media inquiries or to schedule a meeting, please contact marina@roevisual.eu

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 made ROE Visual the industry standard across 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.

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