



PRESS RELEASE

MEGAPIXEL AND ROE VISUAL ANNOUNCE CONTINUED GHOSTFRAME TECHNOLOGY PARTNERSHIP AT IBC 2024

Pioneering the Future of Broadcast and Virtual Production

Amsterdam, 6 September 2024 - Megapixel and ROE Visual are excited to announce the extension of their partnership for GhostFrame technology at IBC 2024. This groundbreaking technology, a software tool set within Megapixel's award-winning HELIOS Processing Platform, redefines the future of broadcast, live events, and virtual production. As the exclusive selling partner of GhostFrame for LED panel-based applications, ROE Visual will provide visitors with an in-depth exploration of this revolutionary solution at their IBC booth (Stand 7B26), featuring daily demonstrations highlighting its many advantages.

GhostFrame technology offers unparalleled flexibility and precision for broadcast and virtual production environments. This powerful tool allows users to blend seamlessly between separate virtual sets and media engines, hide frames, split multiple images, capture different perspectives in a single take, and broadcast various content, languages, or sponsor ads simultaneously. Demonstrations at Stand 7.B26 will showcase the specific workflow benefits tailored for broadcast settings, highlighting cutting-edge virtual production solutions for live multi-camera broadcasts.

ROE Visual's premium LED panels and Megapixel's HELIOS Processing Platform with exclusive features like GhostFrame have gained popularity in the XR broadcast market, especially for immersive and interactive sports, news- and election formats. Using GhostFrame technology, it's possible to demonstrate the added value of high-end LED performance and processing. Hidden frames and AR implementation for live XR broadcasts are only the beginning of this journey, as it's now possible to blend seamlessly between a range of virtual sets and data-driven graphics. No other solution in the industry can manage this challenge. GhostFrame software offers essential tools for producers to attract a new generation of viewers.

"To truly appreciate GhostFrame's benefits, you need to see what actually happens on the LED volume and the camera feeds," says Olaf Sperwer, ROE Visual's EMEA Head of XR Broadcast and Virtual Production. "The seamless interaction between the LED panel, media engines, LED processing, media play-out system, and camera tracking perfectly meets high-end broadcast requirements for today's immersive studio sets, fast graphics changes, AR implementation, and multi-frame use, as demonstrated by the BBC's UEFA project and this year's National Election program."

Jeremy Hochman, Co-Founder & CEO at Megapixel, says, "We are thrilled to extend this partnership with ROE Visual as they are a vital partner in the virtual production and rental and staging markets. I can't wait to see how future projects will continue to amaze us with new use cases for GhostFrame technology."

Roelof Bouwman, Managing Director of ROE Visual Europe, echoes this enthusiasm: "GhostFrame has already transformed how we approach live XR broadcast productions and significantly boosts efficiency in film production. With Megapixel now offering this as a simple software license within the HELIOS processor, the ongoing innovation and development of GhostFrame will provide even greater value to production teams worldwide. "

"We're excited to be the exclusive partner, bringing this technology to the forefront of the industry," adds Glory Gao, Deputy Director of Product Department at ROE Visual.



Experience GhostFrame at IBC 2024

Visitors to IBC 2024 can experience GhostFrame firsthand through live demos held daily at ROE Visual's Stand 7B26. These sessions will demonstrate the full potential of GhostFrame, showcasing how it can open up and drive new possibilities in media production. **ROE Visual stand 7.B26.**

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About Megapixel

Megapixel. Pioneers of visual technology.

Exceptional Quality. Seamless User Experience. Human Service. Our innovative technology is the gold standard for visual reality.

Megapixel is the leading authority in cutting-edge LED video processing for top-tier brands, creatives, and design-led applications. Led by Jeremy Hochman and Keith Harrison, our engineers and designers consistently deliver unique LED solutions, helping clients bring their ideas to life in ways that inspire wonder and achieve the seemingly impossible. With over 200 patents and awards from Live Design, the Emmys, and the Oscars, we set the industry standard in LED processing technology.

For more information, please visit: www.megapixelvr.com

About ROE Visual

Founded in 2006, ROE Visual manufactures unrivaled, award-winning LED display technology for a broad range of applications, including touring productions, broadcast, film, live and virtual events, corporate, architectural, retail, control room, and many more. Used by the most significant touring artists and spectacular broadcast events, retail, and architectural installations, ROE Visual's products live up to the exacting demands of the industry's creatives and technologists. ROE Visual products offer maximal creativity, ease of use, durability, and visual excellence. By enabling spectacular and breathtaking visual effects to come to life on a large display format, immersive experiences for performers and audiences all over the globe can be created. The company enjoys relationships with leading global AV Installers, rental companies, and notable partners in the production, film, and event industry. ROE Visual offers expert knowledge in LED display technology and extensive support on a global scale through its American, European, and China-based teams. For more information, please visit:

www.roevisual.com