



For Immediate Release

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Buckle Up BitFire Studios Can Drive You Across The Nation In A Matter of Minutes

Phoenix, Ariz. - (November 8th, 2022). With less than two weeks notice, BitFire Studios organized a commercial for a high-tech automotive company that needed to have their vehicle in multiple states, locations and environments that appeared very realistic. The BitFire crew and team accommodated the client's last-minute needs and were able to produce more than the client could have imagined.

The commercial used BitFire's LED walls to create real-time, reactive environments that perfectly sync with the camera for a seamless and fully immersive filming experience. BitFire was able to help the client accomplish going from Cincinnati to Denver in the blink of an eye and without ever leaving the studio!

The revolutionary LED wall technology at BitFire allowed the crew to switch scenes at the click of a mouse so downtime between setups was minimal. BitFire's LED studio allowed the client the ability to control the daylight and switch from day to night locations seamlessly. With actual driving footage running in the LED wall the finished product had the drivers and passengers of the studio vehicles appear as if they were really along for the ride. This technology once reserved for big Hollywood movies is now available to elevate branded content and commercial productions.

"The facilities here at BitFire are world-class. The crew and team are amazing and very accommodating to our last-minute needs," said Andrew Benson, Phoenix Producer. "We shot on the XR stage which gave us the opportunity to take our product around the world in minutes. This was my first XR stage experience and it went extremely well. I can't wait for another opportunity to work with BitFire Studios."

When BitFire Studios opened a year ago, being at the forefront of cutting-edge creative content-making was a must. The high-tech facility complete with a green screen stage and an extended reality LED studio provides the perfect production playground. Clients from Los Angeles, Atlanta, Chicago, and Detroit have produced their content at BitFire Studios.

LED walls and floors have become the gold standard for production facilities. The LED wall technology at Bitfire can help replace the need for a multiple-location shoot and that efficiency has been saving our clients time and money. That's the advantage of LED. That's the power of BitFire Studios.

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About BitFire

BitFire is an end-to-end live video transmission and production solution built by broadcasters for broadcast solutions. With headquarters in Phoenix and Boston, BitFire was created in response to new-world demand for an agile, professional-grade, live IP video transport experience, and expert remote production services. BitFire's comprehensive platform includes the BitFire Transport Network, a fully managed portal that provides point-to-point delivery of broadcast-quality video to wherever it needs to go. The BitFire Transport Network can be accessed by either browser-based FireBridge, when broadcast is needed for one-to-one or one-to-many live contribution and collaboration, or through FirePower, a stackable HD server and authentic configuration that receives and delivers video packets with deterministic latency and frame-accurate synchronization. BitFire Production Services are provided by a team of broadcast experts, along with production trucks and additional assets, including remote production control rooms (REMI), camera packages, and live production and post-production capabilities. BitFire is taking live video from where it is, to where it needs to be. Visit BitFireNetworks.com for more information.