



For Immediate Release

Media Contact: Kathleen Enterante  
M: 602-527-6065  
E: kenterante@Bitfirenetworks.com

**The Arizona Coyotes Team Up with BitFire's Phoenix Studio to Produce Their 2022/2023 Marketing and In-Game Content**

Phoenix, Ariz. - (October 25th, 2022). The Arizona Coyotes utilized every inch of BitFire Studios for their two-day marketing shoot. BitFire's 16,000-square-foot facility provided the perfect backdrop for this year's content.

The broadcast production facility in North Phoenix boasts two separate sound stages, and adjoining control rooms that allowed for numerous productions to take place simultaneously. In addition, BitFire's LED walls created real-time, reactive environments that perfectly sync with the camera for a seamless and fully immersive filming experience for the Coyotes.

BitFire Studios got creative to accommodate the multiple location requests from the Coyotes. Studio 1 held four separate shoot locations/looks, the Podcast Room was used for a green screen location, the BitFire warehouse space was used as two shoot locations, and Control Room A was emptied and used as two still photography locations. The primary shoots were in the XR studio where five separate video looks for the Coyotes were created for individual player marketing shots and content.

"BitFire Studios was thrilled to house the Arizona Coyotes for their annual marketing shoot," said Bob Sullivan, President & CEO of BitFire Networks + Studios. "Our crew was able to transform our entire facility footprint to bring to life the marketing and in-game campaigns for the Coyotes.

The studio was able to cut down on a multiple-location shoot for the Coyotes and get everything shot and produced in two days. Expensive location shoots can now be flawlessly created in the studio with the perfect lighting and a little magic from the BitFire crew.

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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](http://BitFireNetworks.com) for more information.