BitFire

For Immediate Release

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3rdHouse Production Company Partners with BitFire's Phoenix Studio to Bring X-Chair to Life

Phoenix, Ariz. - (October 24th, 2022). X-Chair, alongside 3rdHouse Production Company, worked with BitFire's Phoenix Studio and LED walls and floors for their state-of-the-art commercial. The commercial was shot entirely in stage 2 on BitFire's LED wall.

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. The commercial used several 3D environments using the Unreal Engine and the Optitrack Tracking System. Reflections of the scenery from the LED wall and floor were incorporated on the shiny metallic surfaces of the X-Chair, the chrome of the chair, the glass table, and on the eyeglasses of the subject.

The revolutionary LED wall technology at BitFire allowed the crew to switch scenes at the click of a mouse so downtime between scenes was minimal. 3rdHouse Productions shot the full commercial in one day.

"This groundbreaking technology is not found anywhere in the state of Arizona, as these LED walls and floors have become the gold standard for production facilities," said Bob Sullivan, President & CEO of BitFire Networks + Studios. "The LED wall technology at Bitfire can help replace the need for a multiple location shoot. This not only saves our clients time but also money."

BitFire's LED wall allows talent to step into and interact with a larger virtual world, using real content and video. These ultra-high resolution LED screens and floors wrap around the sets, enveloping hosts in any location imaginable. Expensive location shoots can now be flawlessly created in studio with the perfect lighting.

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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.